



NEWS RELEASE

K4Connect Selects Ooma Enterprise To Boost Call Center Efficiency and Responsiveness

11/26/2018

SUNNYVALE, Calif., Nov. 26, 2018 (GLOBE NEWSWIRE) -- **Ooma, Inc.**, a smart communications platform for businesses and consumers, today announced that K4Connect, a mission-centered technology company that creates solutions that serve and empower older adults and individuals living with disabilities, has selected Ooma Enterprise to boost efficiency and responsiveness in the company's customer support department.

K4Connect (www.k4connect.com), based in Raleigh, North Carolina, creates enterprise-level smart home, wellness and communication solutions for senior living communities. Through native applications designed specifically for older adults, residents are able to manage many aspects of their lives using smart phones, tablets, or voice-enabled assistants. When residents have questions or concerns, it's a top priority for K4Connect that these questions – typically surfaced through inbound calls and texts – are answered as quickly as possible.

Ooma Enterprise (www.ooma.com/enterprise/) is a highly customizable and scalable unified-communications-as-a-service (UCaaS) solution for mid-size businesses. Providing a globally distributed, highly reliable architecture with an API-first design, Ooma Enterprise features include custom app integrations, advanced call analytics, desktop and mobile apps, team chat, and more.

K4Connect deployed Ooma Enterprise in its call center in mid-September, just six weeks after signing its contract with Ooma. Because of the flexibility inherent in Ooma Enterprise, Ooma was able to quickly build an integration with K4Connect's Zendesk ticketing system by adding support for SMS text messaging in only two business days.

"With Ooma Enterprise, a Zendesk ticket is now automatically created whenever one of our associates answers an incoming call or responds to an incoming text message," said Mike Althoff, director of customer and member success at K4Connect. "We never want members suffering in silence. Ooma Enterprise has allowed us to significantly increase our live answer rate and helps us ensure members get the maximum benefit from our

platform.”

K4 Connect was seeking a new provider with enhanced levels of reliability and a white glove approach to customer support, leading the company to Ooma Enterprise.

“We now have an Ooma Enterprise customer success team leader assigned to our account and committed to meeting our needs,” said Althoff. “There’s no run-around with Ooma, and no hidden agenda to push a ‘one size fits all’ product while only pretending to respect the customer’s individual needs.”

Dayton Turner, vice president of enterprise product at Ooma, said: “We’re delighted to play a small part in helping K4Connect with its life-changing work. UCaaS should make life easier for users, rather than introducing unnecessary complexity. That’s why we built Ooma Enterprise from the ground up to be flexible, scalable and powerful.”

About Ooma, Inc.

Ooma (NYSE: OOMA) creates powerful connected experiences for businesses and consumers, delivered from its smart cloud-based SaaS platform. For businesses of all sizes, Ooma provides advanced voice and collaboration features that are flexible and scalable. For consumers, Ooma provides PureVoice HD voice quality, advanced functionality and integration with their mobile devices. Ooma’s groundbreaking smart security solution delivers a full range of wireless security sensors and a smart video camera, putting consumers in charge of protecting their homes. Learn more at www.ooma.com.

Ooma, PureVoice HD and the Ooma logo are trademarks of Ooma, Inc. All other company and product names may be trademarks of the respective companies with which they are associated. The detailed terms and conditions of Ooma's products, services, and support are fully set forth in the Terms and Conditions, available online under the "legal" tab on the bottom navigation bar of the Ooma website.

MEDIA CONTACT:

Mike Langberg at Ooma

mike.langberg@ooma.com

650-566-6693

INVESTOR CONTACT:

Matt Robison at Ooma

matt.robison@ooma.com

415-661-0470

Source: Ooma, Inc.