

Ooma Supercharges Lead Response & Sales Efficiency with Kubaru

About Ooma

Ooma delivers phone, messaging, video, and advanced communications services for consumers and businesses. With solutions like Ooma Office, AirDial, Telo, and 2600Hz, Ooma serves over 1.2 million users with smart, scalable technology.

The Challenge

Ooma's mission is to "empower people to connect in smarter ways." But internally, the company faced a disconnect.

To reflect its core value of speed and innovation, Ooma needed a smarter, automated system to support its extensive product portfolio and multi-location sales teams.

The Solution

Ooma chose Kubaru for its ease of use, flexibility to adapt to future company growth, and low learning curve. A one-month testing period—paired with thorough admin training, outstanding support, and clear documentation—confirmed that Kubaru was the right solution.

Kubaru delivered the functionality Ooma needed to meet their objectives—without exceeding budget.

Business Outcomes

With Kubaru in place, Ooma improved sales efficiency, customer experience, and internal operations.

20%

Reduced lead response time by over 20%, exceeding industry standards

10%

Increased lead conversions by more than 10%

<5

Achieved speed-to-lead industry benchmark of < 5 minutes



"Conversions have improved quarter after quarter as we've better leveraged Kubaru. We're doing more with the same inputs. Kubaru has helped us tremendously with efficiency and gives us more time to focus on improving other areas that affect our conversions."

BRANDON, SENIOR REVENUE OPS MANAGER

The Results

Ooma was able to fully automate lead assignment and reduce average response time to under five minutes. Automated tracking and reassignment of unworked leads boosted conversion rates and eliminated manual effort. Scheduling features prevented leads from being assigned to unavailable users. And, assignment logs provided invaluable data for analyzing performance and identifying areas for improvement.

- Speed-to-Lead**
Achieved industry benchmark of < 5 minutes
- Conversion Rates**
Improved steadily, quarter after quarter
- Manager Time Saved**
Manual assignments eliminated completely
- Operational Efficiency**
Significant improvements in daily workflows
- Team Satisfaction**
Higher engagement due to fairness and automation
- Data Accuracy**
Fewer errors with better auditability

About Kubaru

Kubaru is a native Salesforce application that provides powerful features for automating the assignment of leads, cases, and other records. Kubaru simplifies even the most complex assignment logic. No coding or Salesforce admin access needed. With features like weighted round robin, workload balancing, territory management, skill-based routing, and shark tanks, Kubaru ensures records reach the right person every time. Let us help you find the right assignment strategy to supercharge your team's performance!

Ready to see what Kubaru can do for your business?

Contact sales@kubaru.io to schedule a demo or start your 30-day free trial.

Key Features

Kubaru's intelligent automation tools are designed to help teams work smarter and faster.



Round Robin

Provided even lead distribution while making it easy to adjust for absences and turnover.



Duplicate Matching

Prevented overlap by assigning duplicate leads to the same representative.



Weights and Limits

Ensured balanced distribution of high value leads while allowing management to adjust limits based on rep performance.



Scheduling

Enabled 24/7 lead distribution, eliminating manual distribution of overnight/weekend leads by managers.



Load Reassignment

Replaced manual tracking with realtime reassignment, reducing manager involvement and boosting response times.



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