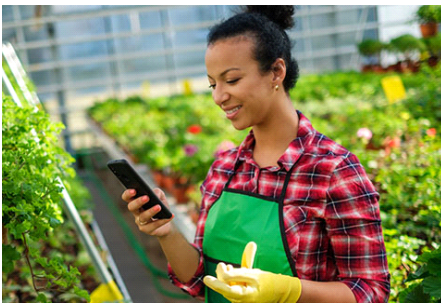


Features

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Answer the Call

Jim Gustke



Running a successful garden center today means more than stocking beautiful plants and must-have products—it means staying connected to customers, suppliers and your team, wherever business takes you. Yet many garden centers still rely on outdated landline systems that can hold them back with high costs and limited flexibility.

Forward-thinking garden retailers are embracing a better option: cloud-based phone systems that deliver mobility, modern features and significant

savings.

Why Cloud-Based Phone Systems Are a Game-Changer

Cloud-based phone systems (also called VoIP—Voice over Internet Protocol) use the internet to provide high-quality phone service without the hassles of traditional landlines. Read on to see how they can help garden centers like yours thrive.

Stay Connected Wherever You Grow

Your business doesn't stop at the checkout counter. Whether you're out on the nursery floor, at a community event or checking inventory off-site, a cloud-based system lets you:

- Answer customer calls from your mobile device
- Access voicemails and join meetings wherever you are
- Keep your team connected between indoor offices, outdoor areas and remote locations

You'll never miss a sales opportunity or a call from an important customer again.

Deliver a Professional Experience with Every Call

First impressions count, especially when it comes to customer service. Cloud-based systems offer features that keep your communications polished and efficient:

- Virtual receptionists guide callers quickly to the right department (think garden center, gift shop, landscaping services, etc.)
- Ring groups make sure calls go to the right team, minimizing missed calls and wait times
- Call queues and customized on-hold messaging help you handle busy seasons with ease

Happy customers are loyal customers—and today's customers expect quick, smooth communication.

Boost Team Productivity

When business is blooming, every second counts. Cloud-based systems come with smart features that help your

staff work smarter, not harder:

- Call recording for training or resolving customer questions
- Call parking to hold a call while you locate someone in your greenhouse or warehouse
- Easy call transfers and conference calls to coordinate with vendors, team members or service providers

Better communication behind the scenes means better service out front.

Use Data to Grow Your Business

Cloud systems also offer something traditional landlines can't: powerful call analytics. You'll gain insight into:

- When your customers are calling most
- Which services or departments are getting the most inquiries
- Opportunities to improve staffing and service based on real data

Smarter decisions mean stronger business results.

Save Money Without Sacrificing Quality

Every dollar matters when running a small business. Switching to a cloud-based phone system can significantly cut costs:

- No expensive hardware or maintenance
- No high monthly landline fees
- Flexible plans that grow with your business; you can add or remove lines easily as seasons change

You'll get modern tools and protect your bottom line.

Keep Your Business Secure

Security is essential, especially when customer information and orders are involved. Cloud providers invest in top-notch protections like:

- Encrypted communications
- Firewalls and intrusion detection
- 24/7 technical support when you need it most

You'll enjoy peace of mind knowing your communications are secure and reliable.

Choosing the Right Provider

When picking a cloud-based phone system for your garden center, look for:

- Scalability to handle your busy seasons
- Essential features like call forwarding, analytics and mobile integration
- User-friendly management so you can focus on customers, not technology
- Reliable support available when you need help
- Transparent pricing that fits your budget

The right system helps you serve customers better and grow faster.

Ready to Plant the Seeds of Future Success?

Today's thriving garden centers aren't rooted in outdated technology; they're growing with the help of cloud-based communication systems that offer flexibility, savings and a better customer experience.

Don't let old phone lines slow your business down. Embrace the future of communication and watch your garden center—and customer satisfaction—grow. **GP**

Jim Gustke, Vice President of Marketing at Ooma, is a leader in customer acquisition and innovative marketing strategies. Ooma Office has been awarded PC Magazine's Business Choice Award for Best

VoIP System for an impressive 12 consecutive years. For more expert insights on enhancing business communication, visit ooma.com or connect with Jim at press@ooma.com.