



**CLIENT:** Luma Yoga

**EMPLOYEES:** 10

**LOCATION:** Santa Cruz, CA

**PLATFORM:** Nextiva Office Pro

“ We wanted a provider that was affordable for small businesses, easy to implement, and well-reviewed, and that was Nextiva. ”

- Valerie Moselle, Co-Founder, Luma Yoga

## CUSTOMER OVERVIEW

Founded in 2012 in Santa Cruz, California, Luma Yoga focuses on wellness, relaxation, and community for clients and visitors. Their 34 instructors teach various yoga classes such as alignment, movement, and birth and baby in their 2650 sq. ft. space in downtown Santa Cruz. Luma Yoga holds 58 classes weekly for over 1,000 active clients, hosts trainings and workshops to further education and skills in yoga and other wellness areas, and offers services such as massage, acupuncture, and aromatherapy from experienced practitioners. Their welcoming community space, dynamic classes for all experience levels, and friendly staff and instructors that encourage participation and inclusivity have helped them build a 375-member base.

## COMMUNICATIONS SOLUTION

When Luma Yoga was preparing to open in 2012, they began looking into communications providers, as reliable phone service would be a key part of their success. They wanted a simple system with VoIP features, and a provider

that was affordable for small businesses, easy to implement, and well-reviewed. After comparing their options, Luma Yoga signed up with Nextiva in July 2012.

Implementation was smooth, and they got their system set up with the help of Nextiva team members and Nextiva Support online resources. They began using the system in August 2012, selling memberships prior to their grand opening in October 2012 to market the business.

Their front desk phone and portable phone, along with Call Forwarding and Nextiva Support, have been valuable aspects of Luma Yoga's continued success. By customizing voicemail message options and using Call Forwarding to a cell phone if they are closed or the phone lines go down, they can provide personalized service from anywhere.

They use the phone system heavily for marketing purposes, such as communicating with clients about class offerings, and making marketing calls to new clients. Nextiva Support has been beneficial for Luma Yoga, as they can call in with questions and receive assistance quickly.

Luma Yoga will continue to provide a relaxing experience for clients through classes, wellness offerings, and building an inviting and inclusive community space.

## FAVORITE FEATURES



Reliability



Call Forwarding



Amazing Service