

9 BUSINESS **TELEPHONE FEATURES** YOU NEVER KNEW YOU ALWAYS WANTED





For most consumers, the general acceptance of mobile technology has nearly eliminated the use of landlines. As most adults have probably learned the hard way, mobile devices see their fair share of issues.



Smartphones get lost.



Batteries die.



Coffee spills.

For most businesses, the stability provided by having a permanent telephone solution is an absolute requirement.

Voice over Internet Protocol (VoIP) telephone solutions have begun replacing traditional landlines as the stable telecommunication choice of many businesses, as landlines are rapidly fading into the dust. In fact, major telephone companies no longer fix copper telephone wire in areas where cell service is available and the FCC has begun to prepare its laws and procedures for wireless telecommunications.

Once introduced to VoIP, SMBs often find that benefits and features of VoIP can improve their business in a way that they'd never even considered previously. Many industries have begun to allow employees to work remotely. For the first time, working on the weekend doesn't require you to make the commute to the office. With VoIP, you can answer your office phone from the comfort of your own living room.

The Features

Let's look at a few features of **VoIP you never knew you always wanted** in a business telephone solution.

1

ACCESS: ANYWHERE, ANYTIME.

The divide between work and home was once much more cut and dry, but now VoIP telephone gives SMBs a third option: being in two places at once. By allowing users to attend a conference call or handle an emergency issue from anywhere with Internet access, VoIP means not having to choose between work and play.

A 2017 study shows that 37% of employees in the US claim to telecommute at least part of the time - a number that continues to rise. VoIP allows a business to be productive, both outside and inside the four walls of the office.

2

UNPARALLELED ABILITY TO SCALE WITH YOUR NEEDS

Most of us remember that there was a time that adding an additional phone line meant a visit from your telephone provider who physically had to add it. With VoIP telephone, you are free to add or remove telephone lines to meet the changing needs of your company. The majority of changes to a solution can be done in minutes and doesn't require the purchase of hardware. in order to use the new line.

3

BORDERLESS COLLABORATION

Cooperation between businesses was once heavily influenced by the distance between them, restricting the options many had to receive necessary goods and services. This restriction often led to businesses settling for what was within reach, whether or not it was up to standards.

However, thanks to VoIP solutions, SMBs can now do business with other companies, regardless of if they're across town or across the world--without travel costs preventing them from doing so.

VoIP also improves an organization's internal communication. Its features and abilities are ideal for important aspects of business like conference calls, voicemail, call forwarding, and out-of-office voicemail options.

4

INTEGRATIONS TO IMPROVE USER EXPERIENCE

Remember when you had an answering machine to field calls that you weren't able to answer? A few years ago, the development of voicemail eliminated the need for a separate device to record messages.

VoIP will take you to the next step in telephone technology. Along with collaboration, integrations are another key benefit of VoIP telephone solutions. It can allow you to sync contacts from multiple address books, use Google and Microsoft Office to launch scheduled calls, and log call activity related to an event.

5

FEATURES THAT HAVE FEATURES

Call forwarding and voicemail are by no means a new concept, but VoIP has definitely given them some new and amazing options. VoIP can be programmed to forward calls by first ringing at your office, then trying mobile before sending the call to voicemail.

This type of relay can be programmed in a few minutes, and switched on and off, as needed. Multiple phone numbers can be tied to a single user.

Queues can be prioritized with a digital receptionist - and it can all be documented through logs and reports.

6

RECORDABLE AND STORABLE

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7

ONE NUMBER TO RULE THEM ALL

Fax machines were a significant technological breakthrough in their day. Even after the advent of email, fax were still used because it could relay handwritten notes or images within the copy that couldn't be expressed through straight text. While facsimiles were a great way to receive written documents electronically, they often required their very own telephone line. In fact, businesses used to have separate numbers for work phone, cell phone, home phone, fax and, even, a toll free option for multiple individuals. With VoIP, all of those can be replaced by a single number - if you'd like.

8

TRACKING AND MEASUREMENT

VoIP can also allow you to do the opposite by associating separate numbers to different marketing campaigns and tracking the effectivity of each.

This is especially helpful with Pay-Per-Click campaigns, as it allows one line with multiple numbers to tell marketers which campaign ads resulted in a telephone contact. With the exceptionally high costs often associated with PPC campaigns, the ability to track exactly what is working helps businesses prove ROI on these investments.

Business intelligence and data mining are the future of marketing, and a VoIP solution means that your telecommunication system will be capable of this type of reporting—even if you're not ready to use it yet.

9

NO ADDITIONAL HARDWARE REQUIRED

In addition to the ease of adding additional lines, VoIP solutions can eliminate the need to purchase additional telephones by utilizing softphones (phones that run as software on your workstation or laptop with a headset).

With VoIP, you can run your system off these softphones, or a pair of headphones with a microphone—giving you higher capability than traditional office phones, for a lower cost .



Need help with your VoIP decision?

Making a change to your communication infrastructure is an important decision--but knowing you're ready to make the change is only the beginning.

We strongly believe in properly planning for the significant transition you are about to undertake, keeping your specific goals and objectives in mind.

If you're ready to move into the future, reach out to us today!

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