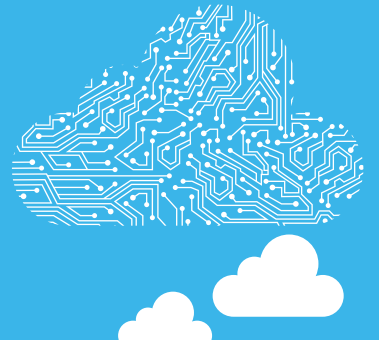




Voice Services



Reaping the rewards of a modern telecoms platform

Reaping the rewards of a modern telecoms platform

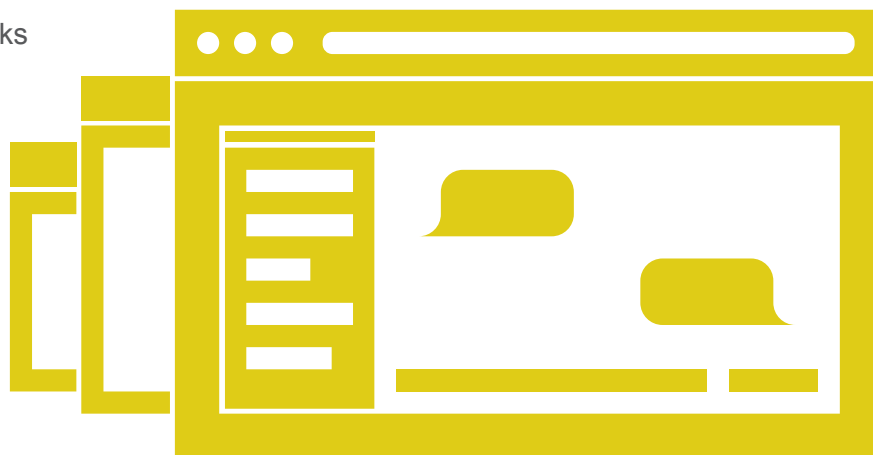
Discover the many benefits making the move to a hosted platform can have for your business

With the continued growth of the internet, your customers are now never more than a click away from the competition. As a result, providing an exceptional service at all times is more important than ever.

Despite improvements in alternative online communications, many customers still prefer to make contact by phone. As a result, your company phone system isn't something that can be overlooked, and retaining a traditional on-premise system could be putting your business at a disadvantage.

The need for instant availability

A small workforce can mean that there will be times when there are not enough people at their desks to answer the volume of incoming calls. With a traditional phone system, your options are limited to help manage this volume. Callers are either faced with a busy tone; diverted to a voicemail box where they can leave a message requesting a return call or, if they are lucky, placed in a queue waiting for an operator to come free.



However, whilst you may be confident that having a voicemail is sufficient, 75% of callers will not leave a message when faced with a voicemail message system, instead choosing to hang up. And 85% of those people will never call back.

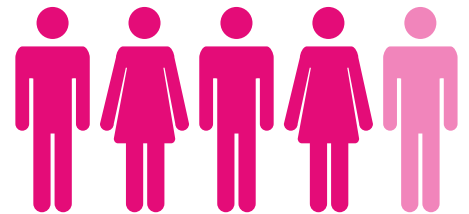
75% of buyers faced with an automated telephone system will not leave a voicemail



85% of those people never call back



4 out of 5 people say they have lost their patience and hung up when faced with a long call centre queue



Source: [B2B Marketing Net](#).

Thankfully, technology has moved on from the traditional on-site PBX solution, and the market now offers businesses of all sizes better alternatives to help deliver improved customer service without a hefty price tag.

A hosted PBX solution, such as a complete hosted phone system, can provide intelligent features to help you improve customer service delivery and manage your customer communications more effectively.

Going beyond the office walls

A hosted phone system can also offer more intelligent call routing, including calls to anywhere in the world at no extra cost. This could be another office, work-from-home employees, or even workers on the road – effectively anywhere that an employee has a connected device - a desk phone, softphone or mobile app.

In order for a traditional system to provide this level of connectivity, you would need to have:



A PBX and accompanying ISDN lines installed at every site, including at employees' homes

or

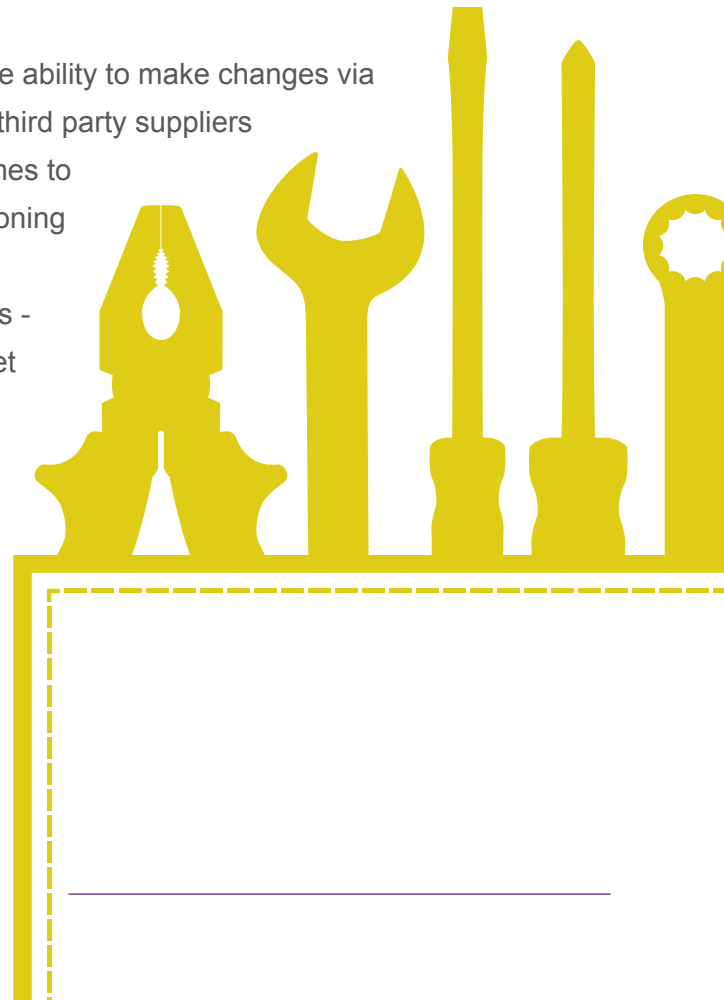


The ability to divert calls back over the PSTN network, incurring charges for every call that is forwarded, including costly charges to forward to a mobile

This can prove a costly option for SMEs, and can be restricting to a business that requires flexible operations in order to remain competitive and fuel business growth.

By moving your communications to the cloud, not only can your business operate more flexibly, the management of your telecoms is much more flexible too.

With simplified administration of users and settings and the ability to make changes via an online portal, businesses no longer require the help of third party suppliers to make changes, which can be subject to lengthy lead times to complete. There is also the added benefit of faster provisioning and installation of the system as your business grows - particularly during office moves or the opening of new sites - it can be as simple as plugging in a pre-configured handset into the network. Employees can even set up a handset easily at home and work as if they were in the office - to customers and colleagues, communications remain consistent, despite the physical distances involved.



Changing markets demand operational flexibility

As an SME it is even more important to respond quickly to changes in the market, as every customer arguably has an impact on your ability to maintain market share and business growth. Similarly, being able to effectively manage your communications in response to market changes, can have an impact on your customer satisfaction levels.

Some businesses can be affected by seasonal peaks in demand and therefore see an influx in customer calls at particular times of the year. This can require additional resources to ensure that calls are handled correctly and customer service levels are maintained. The run up to Christmas, for example, often requires additional staff to cope, many of whom may need phone lines and other communications facilities in order to operate effectively.

When using a traditional on-site PBX, additional extensions and capacity needs to be purchased and installed in advance. Even after the period of peak demand has passed, line rental and maintenance agreements for the redundant hardware must be paid, adding significantly to the on-going cost of running the telecoms system.

A cloud-based telephony system offers an unparalleled degree of flexibility that can make it significantly easier to manage capacity as and when required. Using the online portal, rather than relying on a third party supplier, your business can ensure users are assigned, and call management processes, such as hunt groups or call twinning, are in place in order to manage calls much more quickly. Access to real-time call statistics can also make resource planning and call management far easier. Decision making can be based on real data, rather than estimates.



Preparing for a disaster

Any kind of localised disaster that takes your business offline also has the potential to put you out of business. If the incident prevents you from accessing your office location, it will also mean that you are unable to receive calls routing via your on-site PBX, and implementing diverts at short notice can be difficult as many providers can take more than 24 hours to make these changes.

Organisations impacted by snow during early 2013 experienced an average financial loss of as much as £52,770 as a result.

Source: [Weathering The Storm; 2013 Business Continuity Management Survey](#)

- Chartered Management Institute.

A hosted phone system has the advantage of centralising the management of your entire system in the cloud, meaning it can be accessed from anywhere with an internet connection. By accessing the online portal, calls can be easily diverted to alternate locations ensuring no call is left unanswered. Individual staff are also able to manage their own calls by utilising the softphone app, or by activating call twinning with their mobile phone, at no additional cost to the business. So whilst your staff may not be able to access your office as usual, the impact to customer service can be minimised.

Takeaways:

A traditional on-site phone system simply can't compete with the benefits provided by a hosted telephony system:

- Increased availability
- Improved flexibility
- Increased mobility
- Improved business continuity

Tel: 0800 009 6776
Email: info@eurocoms.co.uk
Add: Unit D11, Alison Business Centre, Sheffield, South Yorkshire S2 1AS
Web: www.eurocoms.co.uk

