IS YOUR PHONE SYSTEM HOLDING YOUR BUSINESS HOSTAGE?
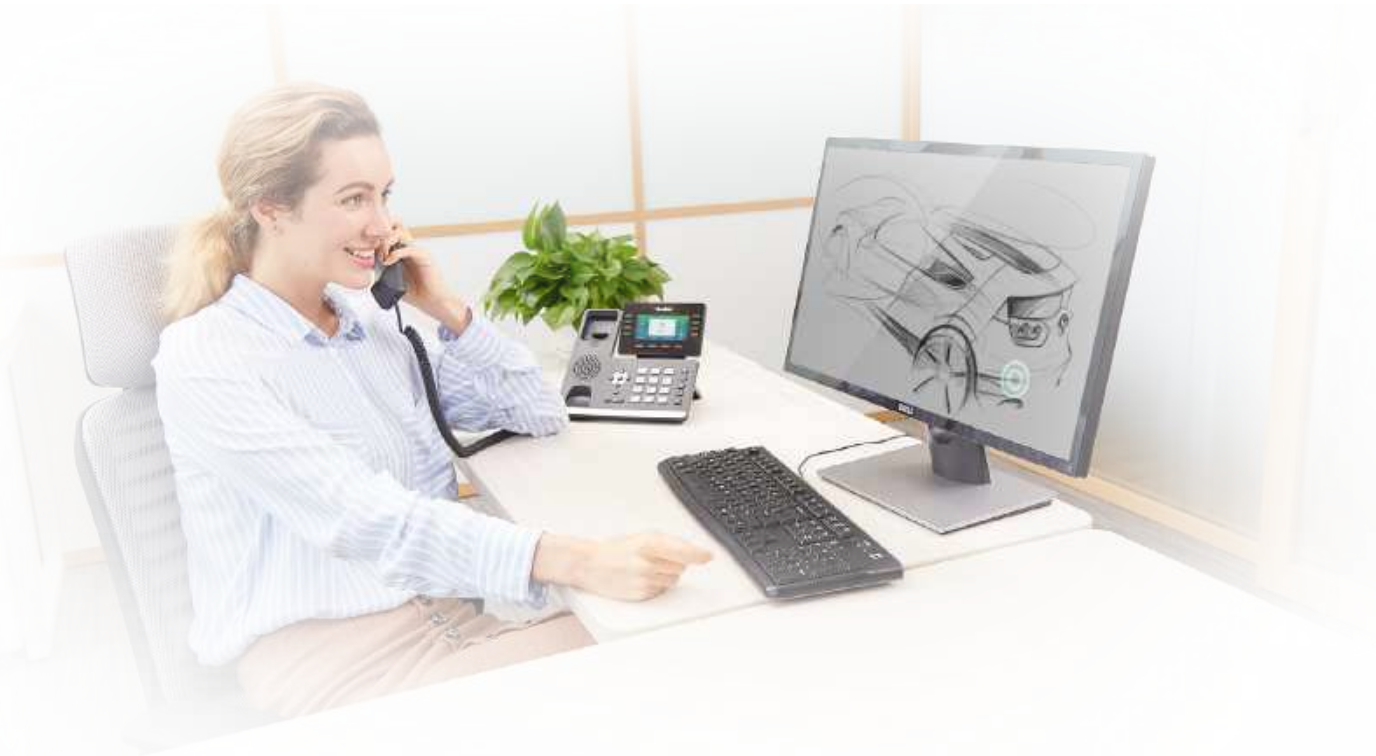
You communication system is an essential segment of your business

Find out why your out-of-date PBX is restraining your potential and how better communications solutions can set your business revenue.

Cloud (Hosted) Communicating is the Foundation for Modern-day Businesses

Good communication is the key to good business. Modern integrated communications can help businesses delight customers, retain talent and grow without major capital investment.

The flipside is that outdated communications can hold Your business hostage.
In this e-book you'll discover:

- ⊘ Why traditional PBX phone systems are no longer fit for modern business.
- ⊘ The hidden costs you pay for an outdated system.
- ⊘ The benefits of cloud communications and how an integrated system can help your business increase.

Is it time you updated your communications system?
Read this guide to learn more..... ❯

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On premise PBX is no Longer Fit for Your Business Objective

Conventional phone systems based on the PBX (Private Branch Exchange) were intended to allow your office staff to only make and receive calls.

But when your business team is increasingly becoming mobile and virtual – And office communications is becoming more integrated – the PBX isn't that adequate to meet these challenges .
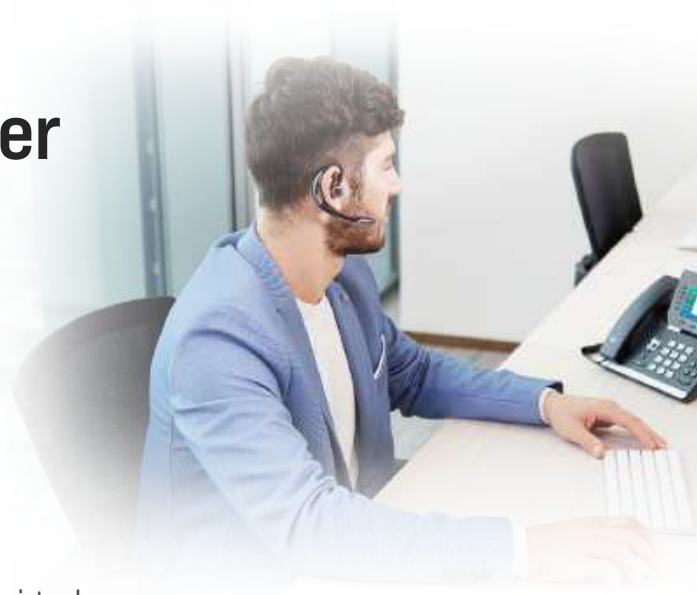
The Digital Divide

PBX performs in isolation from most of your other IT systems, despite the fact that nearly all of them are predominantly about communication. This separation of systems is detrimental and preventable. Today telecom and IT have merged into a potent communications instrument, sharing data and contributing to a contemporary and enhanced way to interact with your clients.

An Outdated PBX system

With a PBX system, you buy the hardware upfront and pay to have it installed, incurring significant facility costs and ongoing maintenance charges. Some person from your team will need to look after, administer your PBX system and phones, tying up a resource that would be better spent elsewhere.

If you want new features or software updates, you have to pay to upgrade the entire system. If your manufacturer and or local installation and service vendor decides they no longer support your system, you may be forced into another large capital expenditure. If your system goes offline, so does your business.

The result: your PBX is inflexible, isolated from other business systems and costly to maintain

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Cloud communications Are Now Essential to Your Business Success

In contrast to your old PBX system, hosted communications benefit your business by providing:

Mobility Support

Your team are increasingly on-the –go or working remotely. They require a communication solution that allows them to stay integrated and productive where ever they are located.

Meeting Client Expectations

Your clients have expanding expectations for service and support. Your communication need to exceed these expectations

Responding Rapidly

Cloud communications can help you respond rapidly to the changing market conditions and your competition.

Encouraging Cooperation and Collaboration

Your business no longer operates in isolation. Advanced communications make it easier to address these requirements immediately and not dependent on location and or time.

The Startling Costs of Your Outdated PBX

The direct costs of your on premise PBX solution include facility costs, ongoing maintenance charges, software and feature upgrades along with hardware obsolescence.

If anything , **indirect costs** are more damaging to your businesses bottom line:

Poor client service will force clients to go elsewhere.

Employees want to work flexibly. When they can't, you may face the loss of talent.

Out dated equipment prevents your team form utilizing the latest technology curbing their. productivity.

Missed opportunities caused by inflexible communications can lead to missed revenue.

Ageing PBX systems can develop issues more often and are not resilient which can lead to increased down time and lost revenue.

IT and or support staff are responsible for routine administration wasting resources.

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Loss of Clients

Clients still want to have their calls answered promptly. Providing alternatives like email or chat are not a replacement for efficient call handling.

"Clients will judge your business by their call experience"

Voice phone calls still dominate as the customer's channel of choice, says the report. A full 76 percent of customers who contact customer service do so over the phone.(2019 customerthink survey)

This year, 56 percent of callers reach an agent right away, compared to 45 percent last year, the report says. That metric has a direct bearing on customer satisfaction: CCSI is 75 for callers who get connected directly compared to 59 for those who reach an IVR. (2019 customerthink survey)

The report says that in 2019, 48 percent of customers who try the company website before calling customer service do so using a mobile device. That's a higher percentage than visited the site on a laptop (40 percent), desktop (39 percent), or tablet (12 percent.) (2019 customerthink survey)

Consumer Loyalty Statistics (small bsuinessgenius 2019) 82% of companies agree that retention is cheaper than acquisition.
75% of consumers say they favor companies that offer rewards.
56% of customers stay loyal to brands which "get them."
65% of a company's business comes from existing customers.
Increasing customer retention by just 5% can boost profits by 25% to 95%.

Customers Expect More

Losing customers is exceptionally damaging because acquiring new ones is so expensive. But loyalty can no longer be taken for granted. Customers increasingly expect a rapid response to phone calls and a connection to the right person – with access to the right information - straight away.

Conclusion

While the use of digital, self-serve options for customer service and support management is growing steadily, most customers still want to speak with a live agent who has the skill, knowledge, and, most of all, empowerment to take care of the problem quickly and to the customer's satisfaction.

Yes, digital tools can handle more straightforward tasks, but it is the live agent who makes the critical difference in customer service success.

If your PBX system doesn't help you meet your customers' expectations, it is damaging your business.

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Loss of Talented Team Members

Attracting talent and holding on to it is significant to the success of your business. Your employees want to work in a supportive, flexible environment with the right tools at their disposal. Your communications system can help or hinder the retention of your most skilled and experienced staff.

"Your communication solution has to meet the needs of your team members "

A majority of responding organizations (66%) offer some kind of flexible work arrangement to their employees.

The most prevalent flexible work arrangement offered by organizations was flexible hours/flextime (83%). This was followed by telecommuting, with 62% offering the benefit, and 46% allowing part-time schedules. (ASESurvey 2019)

By 2020, Millennials (those born between about 1980 and 2000) are forecast to comprise half of the American workforce, and by 2025, 75 percent of the global workforce.

Digital Natives

Millennials grew up with technology, mobile apps, and innovative platforms. They're the first ones we call when we have computer and internet problems. So, don't be surprised if your company invests in more devices and technologies as millennials take over the workforce. Expect to see in-person meetings decline as video conferencing continues become more popular. In a study of Millennial executives, Cisco found that 87 percent believe video has a significant and positive impact on an organization.

Traditional PBX systems simply do not offer the flexibility or functionality that Hosted communication solutions deliver and workforces increasingly take for granted.

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Lost Productivity

Today's businesses are mobile and dispersed, based around a shifting collective of, mobile workers, agents and external partners, all collaborating with office-based staff.

"Outdated PBX systems are a threat to employee productivity"

Speaking to emerging needs for independence and employee/employer trust, company culture will start to bend towards flexibility. According to a Deloitte study, nearly 75 percent of Millennials believe that a "work from home" or "work remotely" policy is important. Time to get that home office ready.

For success, all these unconnected parts must have access to the information and tools they need to work productively.

Millennials are also experts at using social networks and collaborative tools like Wikipedia to share ideas and innovations. Teamwork is important to them -- a study by IdeaPaint discovered that 74 percent of Millennials prefer to collaborate in small groups, and that 38 percent of Millennials feel that outdated collaboration processes actually damage their company's innovation.

Access to Information

Wherever they happen to be, the people who work for you need to be able to communicate instantly and effectively. To do so, they need to be able to take relevant tools and information with them wherever they go. Traditional PBX systems can't offer this kind of flexibility,because they were designed solely for office-based staff.

Traditional PBX systems simply do not offer the flexibility or functionality that Hosted solutions workforces increasingly take for granted.

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Captilize On Opportunities

Captilize On Opportunities necessitates swiftness and agility. Companies need to act rapidly and collaboratively to develop new opportunities, but out-of-date communications solutions slow them down.

"According to an Accenture Study of 2017, more than 97% of major companies believe that future business models will be created within ecosystems — but only a small minority sees their company culture ready for collaboration in a more or less open space."

Restricting Growth

Traditional phone systems are designed for stationary physical locations and closed networks. But that is no longer how business works. Being first to spot and exploit an opportunity is about being faster and more agile than your competitors, and quickly fostering relationships between relevant teams, suppliers, partners and customers. It means entering new markets quickly and cost-effectively.

Fixed, closed and inflexible PBX systems can't match that objective, but modern cloud communications can. Cloud communications let you quickly and easily forge new relationships both inside and outside the organization. They allow you to establish a presence in a new location almost instantly, without the expense of setting up an office and installing new equipment.

Cloud communications let you quickly and effortlessly establish new relationships both inside and outside the your organization.

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Increased Downtime

Today's businesses are mobile and dispersed, established around a adaptable collective of mobile workers, freelancers and external partners, all collaborating with office-based staff. For success, all these disparate parts must have access to the information and tools they need to work productively.

Human Error

Traditional PBX systems offer none of the advanced productivity tools that modern cloud communications provide as standard. To close the gap, employees may use their own, non-approved technology, leaving your business more vulnerable to IT failures and security breaches.

"An outdated phone system puts your business at risk of major technical failure"

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Wasted Expertise

Your IT team maybe stretched enough as it is. The administration and maintenance of your outdated phone system is a job it could do without. It's a job it needn't have...

Modern cloud communications are delivered and managed centrally by your service provider in geographically redundant data centers in the United States. Routine upgrades and maintenance happen without you even knowing. Your IT capability, meanwhile, can get on with the job of uncovering ways to add value to your business. IT expertise doesn't come cheap, so it shouldn't be wasted on everyday PBX support.

*"In 2019 the average yearly salary pay of an IT Support Technician was $48,000
and an IT Operations Manager was $72,000"*
"Your PBX wastes valuable IT resources that should focus on making your business better."

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The Cloud Assesment:

Advanced, flexible cloud communications:
Over the last few pages we've conveyed to you about the limitations of traditional PBX, and the ways in which outdated systems impede your business growth. The good news is that a modern cloud communications system removes all the restraints that prevents your business success.
Cloud communications will...

Reduce your risk
Cloud communications have redundancy and security built in.

Encourage smarter working
Employees can access all the tools they need from anywhere, enhancing productivity and encouraging smarter working.

Unleash your potential
New markets and opportunities are easier to develop with advanced collaboration tools and a communications system no longer tied to a physical location.

Integrate experiences
Your communication and collaboration services work together as a single solution, giving your staff and clients a seamless, more rewarding experience.

Stay ahead of competitors
With cloud communications you stay right up to date with the latest technology - install new tools and applications at the touch of a button.

Free your IT Team
Remotely managed services give your team more time to focus on making your business more secure and profitable.

"Switching to a cloud communications solution will help to establish a more agile, productive and profitable business."

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The Cloud Alternative:

Moving to our hosted communication platform increase employee productivity and improve customer satisfaction. We provide the mosy advanced features available and you are guaranteed that you will never have to worry about technological obsolescence or for paying for upgrades in the future.
Our Hosted Voice is at the forefront of cloud communication solutions with our seamless failover using active-active applications servers, combined with our network architecture, assures the highest uptime levels possible.

With Our Solution

We hope this guide has explained why traditional PBX is no longer a good match for modern business, and why a switch to cloud communications can make your company leaner, more agile, and better equipped to prosper and grow.

We offer clients a true next-generation cloud communications solution that integrates a host of communication services, from telephony, mobility, SMS Text, instant messaging, video/voice conferencing and data sharing, in a single solution. It can significantly reduce the administrative and technical burden on your staff.