VoIP Telephony benefits

6 VoIP strategies to send you soaring above the competition

Moving beyond the question of cost;
Providing a better service powered by VoIP Solutions

IP TELECOM

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Jumpstart your business service with VoIP

Build your better business on VoIP

Calls are coming in. People want your services, but you can only engage with so many customers at once. Unexpected downtime, absences, slow technology, lack of resources, and other obstacles are constantly getting in your way. **So, how do you keep up?**

What can VoIP technology do for your company?

- Save upfront expenses on your telephony hardware
- Helps generate more revenue by increasing productivity
- Enjoy increased customer engagement
- Be seen as a leader, embracing the latest technology and its uses.

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Countless business operators already flock to VoIP because of the potential to save thousands on their yearly telephony costs. However, cutting costs doesn't mean compromising on functions. In fact, VoIP telephony offers a variety of opportunities to provide even better service for customers and employees alike.

VoIP offers unique solutions to a variety of problems that plague smaller and mid-size businesses, such as a limited number of representatives, employees fulfilling multiple roles, digital technologies and communications that are incompatible with traditional PBX, and other limitations that most business professionals assume are simply facts of life.

Inadequate customer service - by no fault of your own - can lead to missed sales, lack of customer retention, and bad marks on your business' reputation. Similarly, inefficient internal communications decreases your productivity, leaves you behind the competition, and takes your attention away from the tasks that matter most.

With the right strategies, VoIP not only saves you upfront expenses on your telephony hardware; It helps generate even more revenue by heightening productivity, increasing customer engagement, and boosting your image as a cutting-edge organisation.

What our clients have to say....

"We now have a multi-site-multi-national Hosted PBX solution costing us a fraction of what it would have with a traditional solution. We now have a better greeting system for customers calling, better options, more structured and more flexible. Not only that but we can control it all ourselves."

Anthony Moloney, **Heavey RF.**
Client of IP Telecom

When (and why) VoIP Matter most

Traditional Private Branch Exchange (PBX) phone systems were popularised decades ago to weather a particular storm: the need for multiple lines of communication within larger organisations and the problem of quickly switching and transferring between those lines as the volume of calls coming from homes and other businesses rapidly increased. Today's technology no longer requires switchboard operators in stuffy rooms to connect wires by hand, but the process remains the same.

Now, the weather's changed and consumers have their eyes on the cloud. Retail Excellence reported a 46% annual increase in people using their mobile devices to engage with businesses online. Yet, 67% of these individuals are using technology to patronise businesses outside of Ireland. Irish businesses face the challenge of attracting and keeping up with on-the-go consumers. A large factor is the quality and volume of customer service and internal communications that they're able to provide. Customers' technology and resources are outpacing many of the businesses and service providers they frequented in the past.

> Customers' technology and resources are outpacing many of the businesses and service providers they frequented in the past.

Hosted PBX is the leading solution to countless telecoms problems that businesses around Ireland face. Its virtual, cloud-based infrastructure allows you to integrate processes such as conferencing, voicemail, and automated greetings, without the time and expenses of regular maintenance, dedicated personnel, and limited lines that only go to one specific answering device. VoIP's vast customisability enhances all aspects of doing business by phone, providing you with game-changing solutions.

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What our clients have to say....

"Jump aboard and don't look back! [VoIP] sounds better, is much cheaper and offers a world of possibilities."

Joady Sinnott, **ASA Marketing.**
Client of IP Telecom

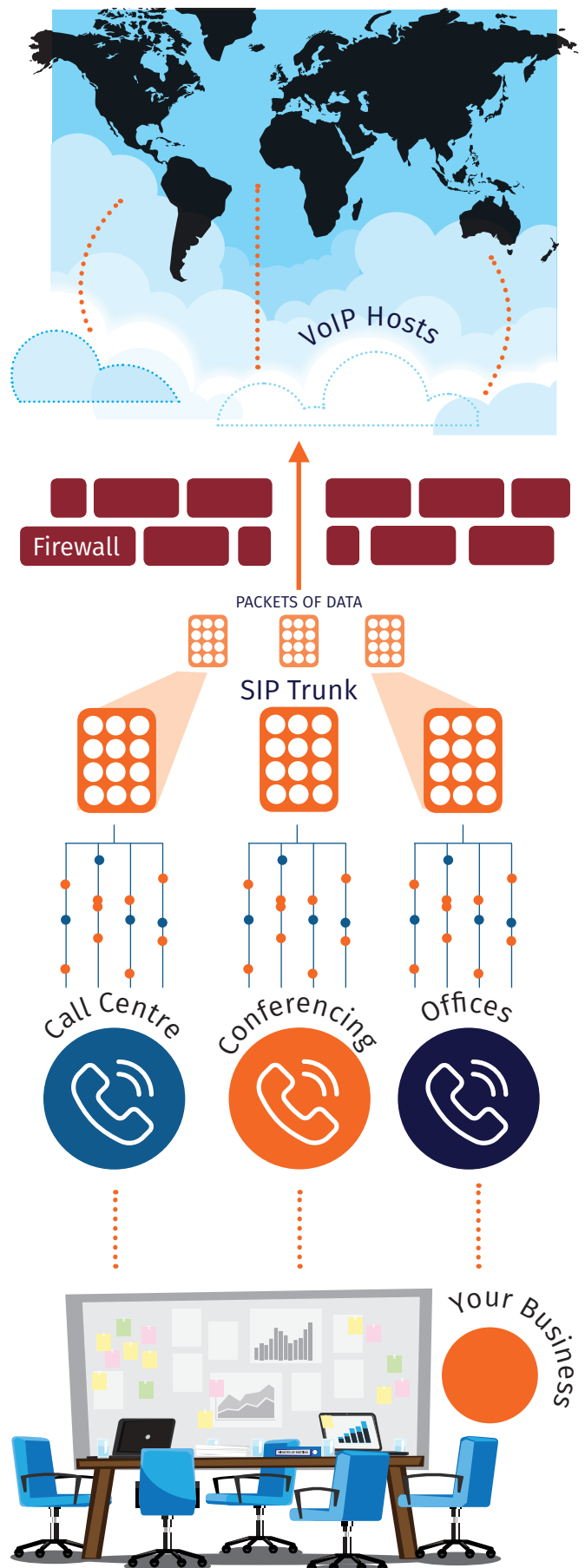*The best strategies start with knowing how VoIP works.*

Voice-over-Internet Protocol replaces traditional phone lines with broadband connections, allowing you to say goodbye to the ties of traditional PBX and leverage the flexibility of integrated cloud communications.

Like the "HTTP" at the beginning of your browser links, Session Initiation Protocol (SIP) is the set of rules that initiate communication sessions between VoIP users. SIP transmits information while they're active, letting VoIP providers send calls between multiple parties via broadband internet.

With SIP Trunking, organisations can share multiple direct lines of communication with their SIP client, packaging data from multiple systems into one "trunk" that goes directly through the organisations' firewall to a VoIP host, and then out to callers and clients around the world.

Wondering how this helps?
Cloud-based telephony lets you…

- Keep your current hardware without the infrastructure and maintenance that goes with it
- Save time and money on upkeep
- Add or remove lines with ease
- Use your work number from any device or location
- Secure your network without ever missing a call

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VoIP Hosts

Firewall

PACKETS OF DATA

SIP Trunk

Call Centre

Conferencing

Offices

Your Business

1. Optimise your call centre

Do long wait times and unexpected delays leave tensions running high and customer relationships at risk? Instead, blow callers away by responding quickly and smoothly with an optimised VoIP call-centre.

VoIP's concentrated, virtual infrastructure allows you to centralise your management, automatically route and queue calls, enhance your IVRs, and draw from a larger and wider pool of employees. This frees you from the fear of crises, allowing you to remain focused and efficient. While some business operators worry that switching their call centre to VoIP leaves you overly dependant on broadband, or that transmitting all of your communications to the cloud leaves you susceptible to compromises in security, VoIP is actually more dependable and secure than legacy PBX systems.

You are even less likely to experience downtime with automated call failover - your calls can be directed to phones outside of your business and network, giving you the ability to answer calls even in full outages.

> VoIP frees you from the fear of crises...cloud-based calling allows for much more versatile security measures than hard-wired phone systems.

Likewise, cloud-based calling allows for much more versatile security measures than hard-wired phone systems. Where landlines send complete messages along closed circuits, VoIP breaks communications into smaller "packets," that are only ever complete at the source and destination, drastically reducing the number of points at which your call could become compromised.

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2. Take your callers to the cloud

Is maintaining your telephony equipment a major expense? Do you worry about keeping up with the next big thing? Start future-proofing with VoIP.

With many business markets and the technologies they rely on changing at lightning paces, enterprises struggle to quickly adapt the infrastructure that they might have spent decades developing.

Expensive hardware that would have been a 5-to-10 year investment in yesteryear now risks becoming obsolete much more rapidly.

Fortunately, cloud-based calling has been lauded as "future-proof" due to its infrastructure-free agile deployment, and its near-instantaneous opportunity to be scaled and adapted based on your business needs. VoIP allows for both rapid growth and downsizing without any loss of capital. Freeing yourself from your telephony infrastructure allows you to stop focusing on keeping your technology running smoothly and pay attention to how your calls are going instead.

For highly seasonal businesses, one extra benefit is the ability to reduce and increase the number of lines you're monitoring and paying for based on the month-by-month traffic you're expecting.

> Eliminating the worry of telephony infrastructure will allow you to pay full attention to your customers and, calls.

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3. Connect your locations

Does your business cross borders? Do you have locations and employees in other cities, or even in other countries? Unite your workforce with VoIP.

> VoIP can bring all of your locations, along with individual employees working remotely, under one telephonic roof.

If your business has multiple locations, other offices can feel like they operate totally independently with their own teams and operations. That doesn't have to be the case. VoIP can bring all of your locations - along with individual employees working remotely or from home - under one telephonic roof.

Say goodbye to having to tell callers to dial another location, or having to coordinate calls between your different offices: with a fully connected VoIP system you can seamlessly transfer between lines in any area, ensuring that you always have the full force of your team at your disposal, with every person's expertise available at a moments notice.

4. Converge your communications

Does your business rely on different systems to keep track of and share voicemails, record calls or use interactive voice response? Are you looking for ways to make your business more efficient?

Modern businesses require a variety of different call features to provide the service that's expected. Detailed records of calls and messages and the ability to share them with the relevant parties transcends the capability of most PBX or mobile phones. Unique requirements from different teams within your organisation - such as interactive menu responses - might leave you with phone systems that can't be connected. VoIP removes these problems entirely, packaging all of the above and even more into one fully integrated system.

VoIP doesn't just solve the problems you know about; it fixes things you never even knew were broken. Are tired of using a handset for one type of communications and your desktop for the rest? VoIP lets you take calls directly from your browser or other work devices.

Packaging all of your call features together and adding other options like calling from browser might seem like it's simply a convenience, shaving off a few seconds here and there.

Imagine…

Employees spend up to

30 minutes per day trying to reach coworkers by multiple methods

+

15 minutes answering calls that should have been routed elsewhere

+

30 minutes catching up with calls that occured while they were away from their desk

+

40 minutes switching between different contact platforms

**Every day that's
2 hours** (minimum) multiplied by
100 staff = 200 hrs

Add the productivity of an extra 23 employees to your team when you decide to merge communications and correct these inefficiences with VoIP!

5. Take your phone on the go

Do you want the ability to make and receive calls to and from the office wherever you are? Take your office with you with VoIP.

The increased flexibility and adaptiveness of Cloud-Based calling extends beyond the hardware to your workforce as well. Most VoIP providers offer 'softphone' applications that allow you to dial in or connect to your work number from any device, anywhere. If an unexpected situation leaves an employee stranded, they can complete their shift from their mobile, laptop, or tablet with zero delays.

With the added the productivity & timesaving capability of a portable phone system, you'll feel like you've grown a pair of wings.

If you're stepping away from your desk but still want to be available, you can take your calls with you.

If an employee needs to work from home, you can let them without worrying about the hardware, and research suggests they might be even more productive because of it - this applies to call centre employees too. With the added productivity and timesaving capability of a portable phone system, you'll feel like you've grown a pair of wings.

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6. Integrate your other technology

Do you wonder how a new, virtual phone system will complement the other software and programs you rely on to serve your customers?
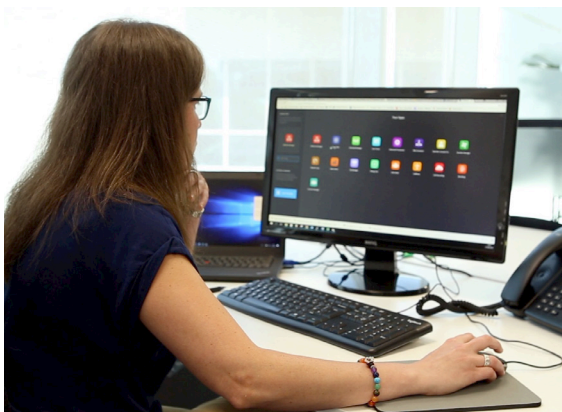
Another aspect of VoIP's high capacity for adapting to your specific business needs is the opportunity to integrate a variety of other software and tools you already use.

We've already covered how you can use your existing hardware, and converge your telephony and digital communications, but what if you could integrate all of the other tools you use to connect with your customers as well? Video calling with Skype for Business can be seamlessly integrated with your Hosted PBX communications, while many other common tools are compatible as well. In addition to any onboard analytics and reporting, you can use Enterprise Resource Planning (ERP) software such as Salesforce to initiate, track and manage calls and other relational communications.

Choose the service provider that's best for your business

Find the VoIP provider that's best for your business

Every business has its own needs. Likewise, most telecoms providers have specific expertise. Knowing what you need will help you limit your search and ask the right questions later in the process. Consider how many lines you're looking for, what technologies you'd like to integrate, and any other situations that make your business unique.

An important part of determining what you need from VoIP is understanding exactly what the technology is capable of. Research cloud-based calling, and keep an eye out for solutions to problems you never even realised needed fixing.

Like renovating a building, revamping your telephony systems takes lots of work and wide-ranging changes. However, the nature of VoIP allows all of this restructuring to happen behind-the-scenes without delays. Look for a provider that offers zero-downtime solutions.

VoIP frees you from the constraints of maintaining your communications infrastructure by moving it all to the cloud. Choose a provider you trust to maintain your new virtual infrastructure, and that's willing to provide personal and individualised customer service attention.

What our clients have to say....

"We integrated multiple business branches into 1 system while also adding features like; Voicemail to Email, Fax to Email and Mobile phone Apps"

Liam Phelan, **Grange Builders Providers.**
Client of IP Telecom

"We chose to work with a telecoms provider that puts their customers first."

Sarah Nolan, **Automatic Fire.** Client of IP Telecom.

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