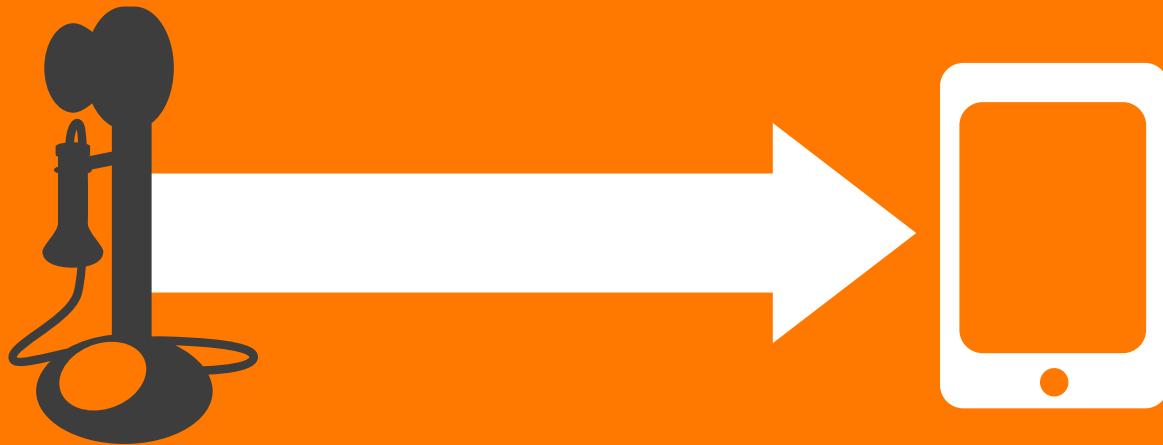


# 5 Signs You Need To Upgrade Your Phone System



## 1. DOES YOUR PHONE WORK WITH YOU... OR AGAINST YOU?

The workplace has undergone a significant shift. Today's workers demand access to company data wherever they may be, from any device and from different apps.

To be relevant in today's economy we must be flexible, social, and always-on; and our phone systems should enable us to do all this — and more. This has radically changed the types of communication systems and technology businesses provide to their employees.



**6.2 million** mobile workers currently  
and **105.4 million** expected by 2020<sup>1</sup>

- **62%** of workers use their personal devices at work<sup>2</sup>
- **81%** of workers access documents while mobile<sup>3</sup>
- **74%** of growing businesses say voice communications are key to business<sup>4</sup>

<sup>1</sup> Source: IDC

<sup>2</sup> Source: Workshare

<sup>3</sup> Source: Workshare

<sup>4</sup> Source: What do SMBs Want?

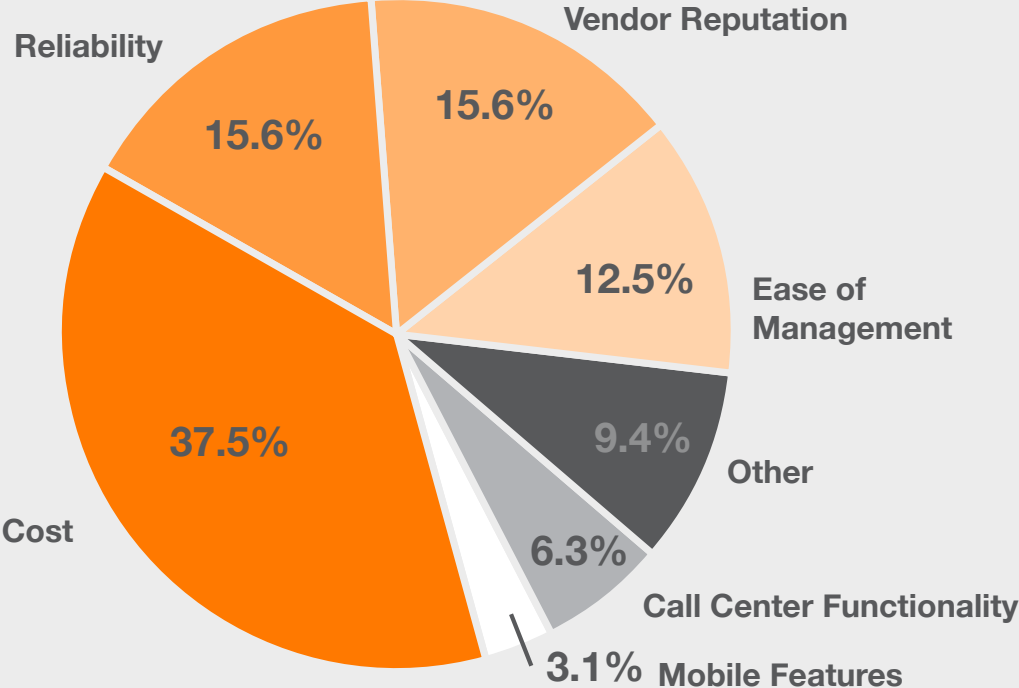
## 2. ARE YOU MANAGING YOUR BUSINESS OR YOUR PHONE SYSTEM?

As a smart business leader, your first priority should be growing your business, not managing your phone system. So how do you know if you're investing too much time maintaining your current phone system? Easy, just ask yourself these four questions:

1. Do your employees contact the vendor to troubleshoot phone issues?
2. Can you add new licenses and services quickly and without scale limitations?
3. Do software upgrades happen automatically?
4. Are you getting one invoice from one vendor?

If you answered, “No” to one or more of these questions, you’re spending too much time dealing with an outdated phone system. Today’s systems are managed by vendors who specialize in business communications, and provide expert installation and support, so your IT staff (and you) can focus on more important business.

By far, the biggest factor for selecting a new VoIP phone system is cost, followed by vendor reputation, reliability, ease of management and call center functionality.



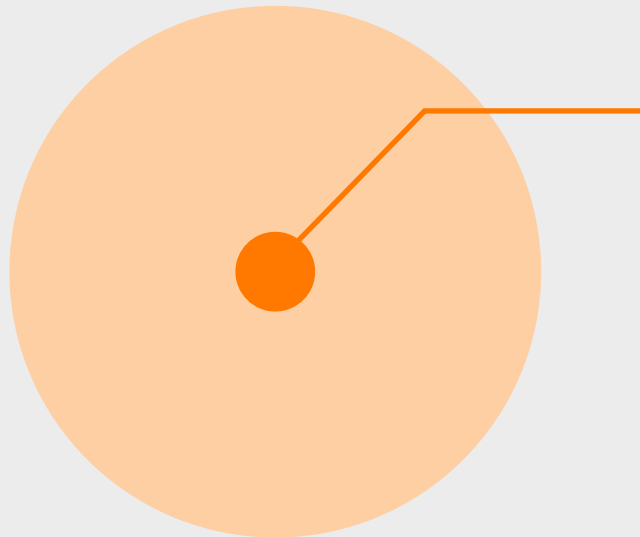
Source: Nemertes

### 3. DOES YOUR PHONE SYSTEM ENHANCE YOUR BOTTOM LINE?

Like all other technology investments you have made, your phone system should be strategic in helping to boost your bottom line. Integrating your phone system into your current technological landscape provides eye-opening intelligence that enables your people to be more efficient and productive. To see if your phone is doing its job, ask yourself these 4 questions:

1. Is your phone system integrated with core applications like CRM, ERP, ATS or others?
2. Does your phone system provide invaluable data that enables you to optimize staff levels, evaluate employee performances, analyze marketing spends, and understand customer behavior?
3. Does your phone system help sales reps be more productive?
4. Is your phone system a powerful tool for training and coaching employees?

If you answered, “No” to any of the above questions, count it a sure sign that it’s time you tapped the hidden resource that is your phone system, and put it to work for you.



## **10–15% OF DATA LEADS TO REVENUE**

In a world where data drives success, a phone system that provides valuable data raises the bottom line. A business that wields customer data correctly can attribute 10-15% of revenues to the actions resulting from that information.

*Source: Harvard Business Review*

## 4. IS YOUR PHONE SYSTEM OMNIPRESENT?

The ability to be everywhere at once is no longer a dream, but a necessity, and your phone system should entirely support you in this. Whether you work from home, the office, an airplane, your hotel or a coffee shop, your phone system should empower your company to maintain a unified front. If you can't use a desk phone, computer or mobile phone to transfer a call to a co-worker, even if you aren't in the office, then you definitely need to upgrade your phone system.



Modern information technology has liberated the employee from the office, and now your business can be as mobile as ever. 3.1 million American employees work primarily from their homes – not including the self-employed.

*Source: teleworkresearchnetwork.com*

## 5. ARE YOU UP ON THE LATEST AND GREATEST?

More and more companies are turning to cloud phone systems to ensure they stay current and competitive. One of the biggest benefits of choosing a cloud phone system is the quick access to the latest advances in technology, features and upgrades. Of the two types of VoIP providers, Basic Hosted VoIP requires a do-it-yourself approach to hardware and software upgrades, while Managed Premium VoIP employs a team of experts, who take care of everything for you.

It took 63 years after the first telephone exchange for the introduction of phones with buttons. Now new upgrades and innovations are being introduced constantly, and are being implemented effortlessly through the cloud.





# WE HOPE “FIVE SIGNS” HAS SAVED YOU TIME

in determining if it’s time to upgrade your phone system.

## REMEMBER TO LOOK FOR...



A PHONE SYSTEM THAT WORKS FOR YOU



MANAGED BY A VENDOR FOR EXPERT INSTALLATION AND SUPPORT



RAISES THE BOTTOM LINE



AVAILABLE ANYWHERE



ALWAYS UP TO DATE