TOP TEN REASONS TO BUY A
CLOUD PHONE SYSTEM

Top Ten Reasons

Top Ten Reasons to Buy a Cloud Phone System

As cloud computing fever sweeps the business world, Internet telephony is quickly becoming the preferred choice for business communications systems. Cloud phone technology, developed in the 1990s, allows users to make and receive phone calls using the Internet instead of the standard phone line.

It's no secret that the lure of cloud-based phone systems is the major cost savings. The inexpensive offerings attracted the first residential customers over 10 years ago. But only in the last few years have businesses caught onto the tremendous advantages of cloud phone systems over traditional landlines.

According to market research by IBISWorld, cloud phone systems have experienced "massive growth" in the last five years. If you're on the fence about transitioning your business communication system, here are the top ten reasons why a cloud phone system is the obvious choice:

1) Dramatically lower the upfront cost of setup

In the old days, getting a new business up and running meant huge startup costs. Merely setting up a traditional phone system for a 10-person office—which can run upwards of $15,000—ate up a big chunk of the start-up capital. Those kinds of systems required you to buy a box, a server, and specific telephone models that were locked to a certain provider. Existing businesses also had to pay steep upfront costs to upgrade their phone systems or change providers.

The rise of cloud phone systems in recent years has proven that businesses no longer have to shell out exorbitant setup fees. Aside from an Internet connection, all you need to get hooked up is a VoIP-enabled headset or phone for each user. When you compare the cost of setting up a traditional office phone system versus a cloud phone system, the difference is significant.

Top Ten Reasons

2) Lower your monthly bills and put an end to surprise charges

Traditional phone providers will typically charge $60 per line per month for the most basic service. Tack on fluctuating taxes and add-ons like call waiting, voicemail or long distance charges—not to mention the random unexpected fees from the phone companies—and the monthly costs can amount to a huge burden for a small or medium-size company. Cloud phone system providers like Nextiva offer dramatically lower monthly bills and no unexpected charges. Depending on the size of your company, a typical fee could be as low as $19.95 per line per month. The best part: you'll be paying less for a system that does more.

3) Easily collaborate regardless of geography

No matter how far technology progresses, your team will always be the heart of your business. Cloud phone systems allow your team members to collaborate closely and contribute their unique talents and skills no matter where they are located. Today more than ever, the workforce thrives on autonomy. Progressive managers know that productivity isn't measured by how many hours their employees sit at their desks. They know that people do their best work when they're unrestricted by arbitrary and ad hoc company rules.

Your road warriors, outside sales reps, telecommuters, and consultants need both flexibility and constant, uninterrupted communication with their team members in order to produce high quality work. The cloud phone system allows your team to communicate as intimately as if they were in the same building.

4) Reduce downtime

Imagine the consequences a fire, hurricane, or even a temporary power outage could have on communication with the outside world. When traditional phone systems lose power, the business's lifeline goes down. Even temporarily cutting the connection can have lasting detrimental impacts on a company. In today's world of instant gratification, businesses can't afford to miss calls for any length of time. A nail salon might lose multiple customers attempting to set appointments. An insurance agent might miss calls from clients in the midst of their own emergencies. A loan officer might miss a call during a critical stage of a client's refinance application. The list goes on.

Cloud phone systems have a built-in emergency protection function. Because there is no physical system on-site, it will never shut down. The system is in the cloud, untouchable by disasters, power outages, or office relocations. Users can forward their calls to cell phones and set up connections anywhere else with an Internet connection. No matter what happens, cloud users can always count on running business as usual.

Top Ten Reasons

---

5) Extraordinary customer service

Anybody who has ever reached out for help from a traditional phone provider is familiar with the frustrating process: You call a toll-free number, hear an automated greeting, and work your way through several menus before you reach a live human. Then you explain your issue and get transferred to another department. You explain your issue again, and the agent assigns you a ticket number. If a technician needs to come to your office, you're assigned a date two weeks from that point. And by the way, the technician may arrive any time from 8 a.m. to 5 p.m. Until tech support comes, you have no other choice but to suffer through the unresolved issue.

The major phone carriers are notorious for subpar customer service. Fortunately, cloud phone systems require very little management. When issues do arise, cloud phone agents offer notably superior customer service. At Nextiva, for example, U.S.-based customer service agents answer 95 percent of calls by the third ring and resolve 85 percent of issues on the first call.

6) Automatically keep up with the latest technology

IT executives typically agree the best thing about technology can also be the worst thing about technology: it's constantly evolving. The moment you buy a traditional phone system, the upgrades stop right there. You're stuck with whatever technology comes with the box or the so-called "brains" of the system stored on-site.

Cloud phone systems, on the other hand, are undergoing constant innovation. Users benefit from getting instant upgrades like iPhone integration, social plug-ins or CRM integration. And unlike software updates on computers that require the system to reboot, cloud phone systems never have to shut down to be upgraded. New integrations and plug-ins fold their way into existing systems instantly. No hiccups, no log-outs, no reboots - only solid, continuous phone service.

7) Scale up or down in seconds

Need to add four new lines in your corporate headquarters, add seven new lines in your branch office, and remove one line for a remote user who no longer works for you? No problem. It only takes a few seconds for the average non-technical worker to add or subtract a user through the online portal.

Cloud phone systems have a wonderfully elastic quality that allows them to serve businesses undergoing changes. The systems and the monthly bills can expand or contract based on the size of the organization. Before the age of Internet telephony, setting up users in a traditional phone system would typically require an IT staffer or the provider's technician to make the change.

Top Ten Reasons

8) Streamline your business communications while adding more functionality

Today more than ever, businesses are operating at faster, more intense levels. You're expected to do more with less. Naturally, you need the right tools to help you do it. A unified business communications system from a single cloud phone provider can serve your company in many ways:

- Automatically route missed calls to a cell phone
- Automatically route after-hours calls to speak with a live person
- Host conference calls
- Send and receive faxes via e-mail
- Have your voicemails delivered to your e-mail
- Host video calls from your computer

9) Never lose your phone records

When traditional phone systems lose power, they lose more than the ability to connect. Phone records, as well as your initial set-up details, get wiped out completely. For law firms that rely on call records for billing and legal proceedings, the loss can be devastating. Cloud phone systems store all your info in a perpetually safe virtual location, so your call records will be saved from Day 1.

10) Freedom

Once you abandon the outdated phone systems that once burdened you budgets, your time, and your resources, the sweetest victory comes in the freedom to concentrate on your core business. No longer do you have to venture into the closet or backroom to tame a box connected to a jungle of wires. And no longer does your IT staffer have to get pulled away from a highpriority task to add a new phone user.

The cloud phone system comes with built-in management through a web interface, so no one—including the IT staff—needs to play phone tech any longer. Let the experts handle the phone system. The cloud allows them to fix problems from afar, which means you don't have to worry. You'll finally be able to devote your talents, skills, and energy to what you do best.

Cloud phone systems offer, by far, the most cost-effective method to keep your company connected. They offer more features, which allow your people to be more productive, more accessible, and better equipped to handle the unexpected. Best of all, your people can focus on the business. The inherent constraints of the old-fashioned phone systems have limited the possibilities for business customers for too long. When you move your phone system to the cloud, you unchain your organization from the physical box and continue to benefit from the latest innovations. Remember: your phone system should be a powerful tool for your business not a burden.

Consider how a cloud phone system can revolutionize the way you do business today.