



# **Business Communications Guide**

**CONSIDERATIONS & BENEFITS**  
for SMALL TO MEDIUM SIZED BUSINESSES

# INTRODUCTION

Every significant challenge your business faces depends on your ability to communicate clearly and effectively with your customers, employees and partners.

Every business owner faces a unique set of challenges and barriers in their day-to-day operations. From capital and executing operations, to brand management. The list of priorities a business owner juggles is endless. Often, communication solutions are overlooked or bumped down on the priority list. But ignoring your communication needs is a mistake.

Fortunately, there's an organization specifically dedicated to helping small to medium sized businesses overcome communication challenges and focus on growing their business. At Clarity Voice®, we understand that communicating with your partners, employees, and customers is of critical importance in helping your business succeed, and we're ready with innovative solutions for your biggest business challenges.

Experts in advanced business communications and trusted by thousands of top brands, including:



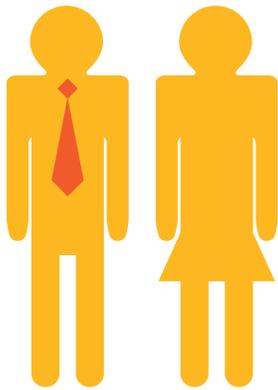
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## DEFINING NEEDS

One-size-fits-all, cookie cutter business communication solutions are a thing of the past. Today's fast-paced and quickly-changing economy means business owners must keep costs low while rapidly adapting to the changing needs of their customers and clients. Online commerce puts your competitors within constant reach for your customers. It's more important than ever that your customers be able to reach you easily, consistently, anywhere you are.

Let's take a look at the distinct communication needs of a small to medium sized business:



- Keep costs low
- Easy Implementation and easy-to-use features
- Keep existing phone number(s)
- Ensure that all systems work together seamlessly
- Know your ROI
- No Downtime
- No Busy Signals

Now, let's look at how Clarity Voice® can meet - and exceed - your needs and help you overcome the challenges associated with being a small to medium sized business owner.



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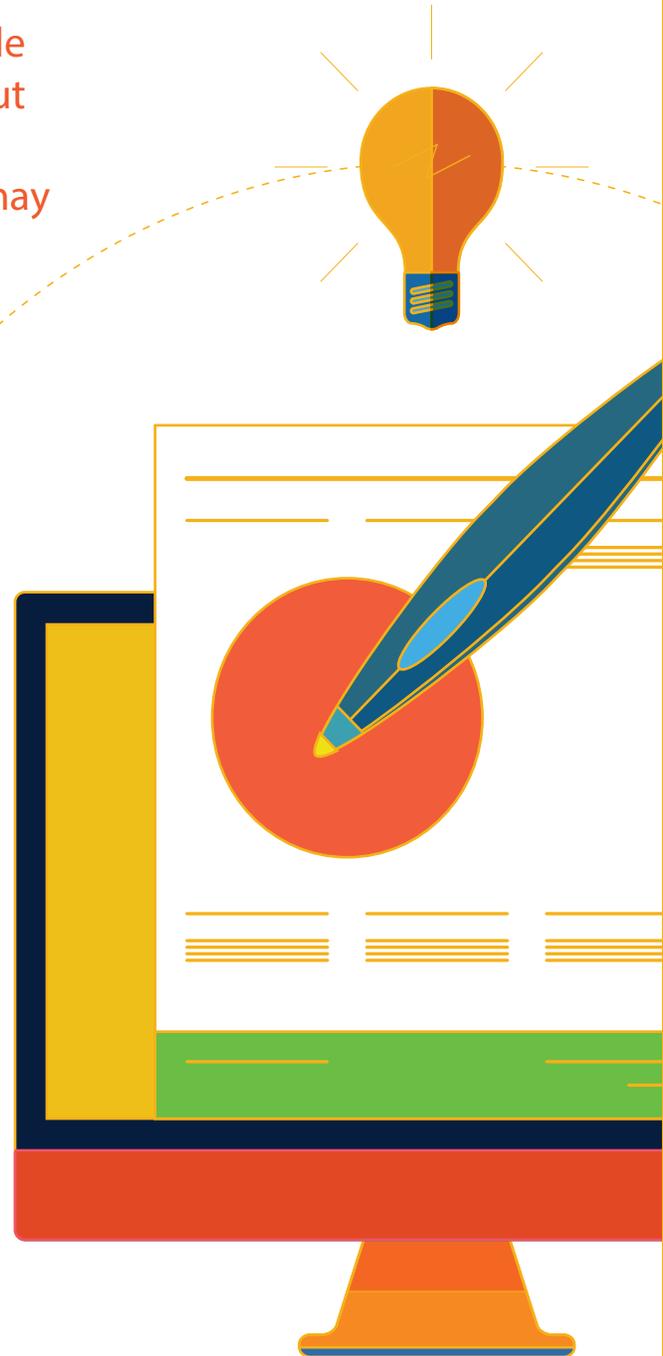


# COMMUNICATIONS SYSTEM PAIN POINTS -Switching Carriers

Migrating to a new technology platform can be a little daunting. Fear of unknown technology, worries about downtime, and concerns about customers getting through during your installation are all factors that may be keeping you from upgrading your phone system.

Here's how Clarity Voice® can help:

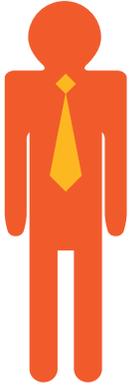
- **Keep your existing phone number** so customers and partners don't have to track down a new one.
- **We route your calls to an existing number** during installation so customers who need to reach you don't get frustrating busy signals, spotty connections, or other obstacles that keep them from getting through to your business.
- **Your dedicated and technically certified installation manager works with you every step of the way** to ensure your installation goes smoothly, your system works properly, and you know how to use the features you need for your business to thrive. When the installation is complete, your account manager is also available for follow-up questions. Our support team helps resolve any issues with lightning speed so you can focus on your business.



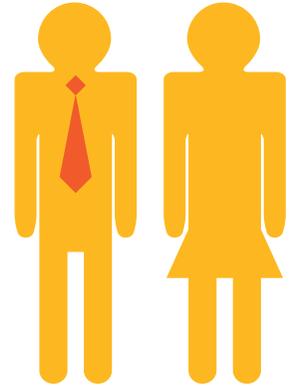
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# VENDOR CHANGES



All business owners share a common goal: they want their business to succeed and flourish.



Sometimes owners have different methods of making that happen; when vendors fail to deliver on service promises, you get frustrated and have to go back to the drawing board and start over. However, with...

- ...Clarity Voice® we stake our reputation on providing flawless customer support and reliability to our business partners. With zero downtime and features such as SmartRouting and Simultaneous Ring, you will never miss a customer call.
- ...our system you have access to all the high-quality, reliable, feature rich systems used by larger competitors, for a fraction of the cost!
- ...your new phone system, if or when you have an issues, you will have immediate access to an award-winning, dedicated technical support team.

"With many times of talking to other companies support, I know that not everyone on a given team carries the attitude intended/expected of their management. However with your team I can see the same attitude you carry translate down to every representative I have been in contact with. You guys truly have been awesome! Thanks!"



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# BUSY SIGNALS, POWER OUTAGES, and OTHER DOWNTIME

All too often technology breaks down right when you need it most (usually on Monday morning when you've got back to back meetings scheduled). Unfortunately, when customers can't reach you, they have plenty of competitors to turn to in frustration.

- **FranchisePhones by Clarity® hosts your entire phone system on a cloud-based, off-site server;** that means your customers can get through to your business even in the middle of power outages or when your internet service goes down.
- **Simultaneous Ring means freedom:** You'll never have to be tied down to your office again. If your office is being remodeled, or even if you prefer to work at home a couple days a week, your home, cell, or other phone will ring when customers call your office number. You'll never miss a sales lead - or your child's soccer game.
- **No other VoIP service offers unlimited lines,** ensuring your customers never hear a busy signal. With sophisticated call -routing technology and a limitless number of lines available, you'll never have another valuable sale slip through your fingers.

## 100+ Features & Benefits

- ▽ Smart Routing
- ▽ Click-to-Call from Contacts & Call Logs
- ▽ Detailed Call Logs
- ▽ Vacation Message
- ▽ Call Forwarding
- ▽ Call Park & Retrieve
- ▽ User Dashboard
- ▽ Call Pickup [individual group]
- ▽ Administrator Portal
- ▽ Call Return [internal, external]
- ▽ Remote Calling
- ▽ Filter Messages From Specific Senders
- ▽ Call Waiting / Cancel Call Waiting
- ▽ Calling Line ID Delivery & Blocking
- ▽ Direct Inward / Outward Dialing
- ▽ Distinctive Ringing
- ▽ Do Not Disturb
- ▽ Extension Announcement
- ▽ Call Transfer
- ▽ Last Number Redial
- ▽ Message Waiting Indicator
- ▽ Multiple Line Appearances
- ▽ Selective & Anonymous Call Rejection
- ▽ Simultaneous Ring
- ▽ Extension Status
- ▽ System Hold & Retrieve
- ▽ Three-Way Calling
- ▽ Call Forwarding
- ▽ Directory Caller ID Delivery
- ▽ Configurable Feature Codes
- ▽ Hunt Groups
- ▽ and more...

# COMPLICATED (and costly) FEATURES

When you choose a **Clarity Voice**® system, we'll make sure you and your team understand exactly how to operate it.

We've all been on the other end of the line when someone is trying in vain to transfer our call, only to have our call dropped. When you try to call back, you end up transferred to the wrong department or on endless hold. That's extremely frustrating, and it's not an experience you want for your customers.

- Your account manager and installation support team will work with you until you fully understand how to properly use all of the features of your new business communications system. Easy-to-use features like one-button transfer and conferencing keep you connected to your partners, suppliers, and employees easily and intuitively - so you can focus on growing your business instead of spending half the day troubleshooting technology.
- We'll never try to sell you features that you don't need just to make an extra dollar. **Clarity Voice**® is more than a vendor; we're a business partner, and we want to help your business grow. We'll recommend features based on your business model to keep costs low. And if there's something you wish your phone could do, call us! Our service has so many features, there's an excellent chance we can make your phone do just about anything you need. Our phones are highly customizable, and we'll work with you to tailor solutions geared towards supporting your success.



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# UNCERTAIN PAYOFF

Determining the ROI of a new technology platform can be tricky. You've spent months selecting a vendor, weeks implementing a new system, and days learning how to use it; how can you prove it's improving your bottom line?

- **Clarity Voice**® offers detailed marketing dashboards that highlight key metrics critical to the success of your business. This allow you to easily see where you're performing well and where your opportunities lie.
- Use your configurable web portal to monitor system status and usage to keep ahead of any issues or trends that may need attention.



**“Our Clarity Voice service give us real time reports that enable the tracking of marketing results by campaign - as they happen. We’re so much smarter about marketing, and about phones.”**

**-John Cohen, Molly Maid of  
Plymouth/Framington**



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# IMPLEMENTATION

**We provide on-demand or tailored training to you and your staff to ensure everyone knows how to use it - and we don't stop until all of your questions are answered to your satisfaction.**

Clarity Voice® understands that everyone has a different comfort level with technology. Some people can pull a computer out of a box and have their coffeemaker automated via Wi-Fi before breakfast. Others don't feel comfortable using a Smartphone. No worries! No matter where you fall on the technology comfort spectrum, we're ready and able to help so you don't have to worry!

Our installation team will work with you to assess whether you may need a technology professional to assist you with the installation. Depending on your business's needs and your comfort level, you may want to have an IT professional on-site during the installation process. Sometimes installation is as simple as taking a phone out of the box and plugging it in; other times, it may be more involved. We'll help you figure out what you need, and make sure you're completely comfortable setting up and using your new phone system.

## EASY AS



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## STILL NOT CONVINCED?

Let's revisit what truly sets Clarity Voice® apart from the crowd: our award-winning technically certified customer support.

We've all heard companies that loudly proclaim to have the best customer care in the industry, and yet every time we call, we're waiting on hold for what feels like hours. At **Clarity Voice®**, we know talk is cheap, so we don't just say we're the best. We work hard to show you that we are. We've made a promise to provide you a reliable service with friendly, flawless customer care, and we intend to keep it. Additionally, we understand that if your business isn't growing, our relationship with you is in jeopardy. We'll always be your business partner first and foremost, and not just another vendor who hands you an invoice and walks away. Therefore, we dedicate a significant amount of our time and resources to providing flawless customer support when and wherever you need it most.

Don't just take our word for it! Check out some of the comments from our customers:

"I was delighted and amazed by the service I received from Kelly on your after hours emergency support line. I was out of the country but noted rather late at night that our phones were not forwarding to our call centre. . . Kelly worked hard to ensure our downtime was brief. Ultimately she called in additional resources in Seattle for more in-depth tech support and within 45 minutes of my initial call, everything was back as it should be."

- Matt H., Kean's Pump Shop

"I appreciate all your help – you guys are absolutely stinking fantastic and the only vendor for SkyZone that has been flawless."

- Geoff, Skyzone Tallahassee

"Every once in a while you come across GREAT customer service. The support team at 5/Sd/fk always delivers. I can ALWAYS count on them. Thank you Eric for your exceptional help! You made my whole day"

- Rene' Sanez- TMAAT Novi



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# "HOW DO I GET STARTED?"

We're glad you asked! Simply give us a call at **800.786.6160** and let's chat about your business, your needs, and your current systems to see what we can do to help your business grow. Here's a list of metrics that are helpful, but not necessary, to have on hand during our conversation:

- ✓ Number of on-site employees
- ✓ Number of remote employees
- ✓ Number of locations
- ✓ Average number of toll free minutes per month
- ✓ Average number of calls per month
- ✓ Average length per call
- ✓ Must have features
- ✓ Other system integrations required

As a trusted business partner, you can depend on our reliable, state-of-the-art system and exceptional customer support to serve all of your business communication needs. Check out [our products](#) to get an idea of the systems and services we offer and then [contact us](#) to get started with a quote or to discuss your business's requirements. We at **Clarity Voice**® look forward to working with you and watching your business grow!



AMERICA'S  
FASTEST  
GROWING  
PRIVATE  
COMPANIES



NATIONAL  
BEST AND  
BRIGHTEST  
COMPANIES  
TO WORK FOR  
WINNER 2015



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