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## 5 Reasons Why Your Business Should Use VoIP

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## 5 Reasons Why Your Business Should Use VoIP

*“Future proof your phone system with flexible affordable business VoIP service.”*

Change can be difficult, especially when that change is related to our phone systems. We are so accustomed to using specific legacy phone systems that we rarely ever think of changing it up until it completely breaks down or we’re forced through market pressures to change, such as new state-mandated work from home requirements.

Legacy phone systems were designed to last, and most entrepreneurs are usually quite cash conscious, which means to change your phone system, you need a compelling reason. As long as your phone system has dial-tone, entrepreneurs are fooled that their system still provides the same value as when it was originally purchased.

Today, we’ll give you 5 compelling reasons for why you should shift your company’s communication system to VoIP. If any of these reasons resonate with you, we believe the first step to making more sales with your phone will be to use it to call us (1.800.786.6160).



## 1. Cost

The cost usually is the first driver of any business decision we make around new technology. At face value, if the math adds up, and all else is relatively equal, this can be an easy decision to make. However, “adding up” the costs related to phone telephony can actually be quite complex and needs careful consideration. Trying to get the whole story and do the math yourself instead of relying on others can be challenging and time-consuming. Companies like Clarity provide a free comparison service to help business owners cut through the mystery fees and quickly compare costs holistically.

Putting IP telephony aside for a moment, if your legacy system is paid up, it would be a mistake to assume there are no costs beyond the service from your telco. Not only are there ongoing maintenance costs, but your telecom

vendor may be in no rush to steer you over to IP phones. As your legacy system ages, maintenance and support costs will only rise, and this represents good revenue for the vendor. You don't want to get into a situation where your phone system becomes more of a liability than an asset.

Lastly, there is an opportunity cost to be considered when you miss calls, can't route callers quickly to live-answer sales/service teams and miss the opportunities that combining voice, video and text messaging can deliver to help your business grow.

The main message here is that cost may well be the best initiator for making a change, but make sure to get the whole story. More often than not, the cost tally will be in favor of VoIP.



## 2. A Shift From Traditional Telephones

Previously, people relied on desk phones, but times have changed. Many consumers and employees like screening their calls using caller ID and voice mail. It feels like no one picks up their desk phone unless they absolutely have to. Additionally, employees have started spending less time at the office and have shifted their communications to working remotely using their mobile phones (or computers) to place calls or text message customers. Here, the legacy phone services end. Furthermore, the legacy phone services cannot help you track interactions in these new working conditions. Employing an IP-based, VoIP phone system will ensure you get the real-time status of everyone in the company's

directory no matter where they're working from (home, office or traveling). This also means less time wasted, quicker communication, improved productivity and enhanced managerial oversight.

Since 2005, Clarity Voice has been breaking down the communication barriers created by traditional telephone providers. Using state-of-the art telephony and Internet technology, their UCSaaS systems are the fastest-growing cloud-based business communication designed to free people to work the way they want in today's mobile, distributed and always-on work world.



*“Apart from financial benefits, new systems invite improved operational efficiencies.”*

### 3. Productivity

Expanding on the point above, the more productive your employees are, the better the business performs. The more callers you can quickly assist, the more sales you can make, the more service ‘saves’ you can capture, and the more raving fans you can create.

Phone systems previously gave so many benefits to the company that they were never viewed as something negative. However, with the introduction to IPs, phone systems started to re-frame the idea of a successful business communication system. Apart from financial benefits, new systems invite improved operational efficiencies. At Clarity our technically certified support teams will fully manage your system, freeing up your IT team to manage other business systems. With the tools VoIP offers, employees can be much more productive in the same environment. They can collaborate better and communicate more efficiently with your prospects and customers.



## 4. Customer Communication is Valuable

A key factor for why your phone system may seem satisfactory is that people don't know they should have higher expectations. So as long as it remains unchanged for making calls, you're bringing a limited vision for what a holistic communication system can deliver to your business. Your system may show data that employees may be talking more, but that isn't necessarily work-related.

With a VoIP system, you can communicate with customers any way and anywhere business takes you. Did you know that consumers will respond MUCH faster when you text them? If your business relies on quick approvals, reminders of appointments or flash sales, you can manage all these messages through your single VoIP system. Additionally, if you need customers to show you what is troubling them,

do a virtual estimate or have them visually demonstrate with video conferencing features. The benefit of a VoIP system is that it has evolved to be far more than Voice – today, unified communication systems like Clarity allow you to speak, show, text, instant message, efax and much more. With new features being added throughout the year, your system will continue to meet the demands of your changing marketplace and how customers want to communicate. Ultimately the phone in your pocket has evolved; why hasn't the one in your business?

As communication becomes more accessible, employees are more efficient and customers can quickly get the answers they need to help address purchase or service concerns, which in turn results in gains for the business.



## 5. Vendor Landscape

There have always been many phone vendors to choose from, and the landscape has become even more crowded with VoIP. The last time you were in the market for a phone system, many of today's features and system options did not likely exist, so the landscape has definitely changed. The new growing market of telephony is pushing phone legacy towards installing and embracing VoIP, and several nuances make it challenging to compare and contrast companies.

For example, companies will state they have 'call recording' as a feature – but one company will require your employee to remember to hit a star code to begin and end call recording. The other company will automatically record as soon as the call connects, but if the caller is transferred, the call recording will stop. At Clarity, we design our system based on

feedback from entrepreneurs. We know the reason they need call recording functionality is that they want to monitor the quality of their interactions with callers, and in rare cases of disputes, they want to get a full picture of what happened. This is why our call recording begins recording as soon as a call connects and does not end until the caller terminates the call. You'll hear inter-department conversations and even off-network if the caller was transferred to an answering service or mobile phone. You see, just because a VoIP provider gives you a list of features, doesn't mean these features all work the way you may assume they do.

No one can force you to use any type of phone, but what we can do is help you make informed decisions, which can help future proof your business.





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## Conclusion

There will undoubtedly be cases where an informed decision leads you to keep your legacy phone system. However, when you consider the longer-term implications and drivers of business success, we believe the scale tilts heavily in favor of VoIP. The justification, however, will not appear out of thin air. Telephony systems generally don't break down, so the first step requires proactive thinking and insightful observing about what is going on at your business and with your best customers.

Our intention at Clarity is to dramatically shorten both the learning curve and the

decision-making cycle for telephony. So, whenever you're ready to compare features and cost, we're here to help. Whether you choose us or not, we're committed to assisting entrepreneurs in making informed decisions for their business.

Most cloud phone companies just want to sell you a phone. At Clarity Voice, we want to help you use your phones to make more sales. We hope that reading these five reasons helps you take the first step toward finally finding a future proof communication system designed to increase sales and improve customer service.