



5 Reasons Your Current Phone System Is Killing New Sales At Your Dealership



Dealer Phones
powered by **Clarity**

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5 Reasons Your Current Phone System Is Killing New Sales At Your Dealership

As a local dealership, over half of your sales inquiries come in via the phone. It is your lifeline. Chances are you started with just a few telephone lines, and as your business grew, so did your phone system.

Slowly and gradually, you had multiple lines registered but then came along PBX (private branch exchange) that rerouted all these lines via a highly efficient system that allowed the use of internal extensions and the transferring of calls. This traditional analog phone system technology has been in use for decades.

After all, your traditional PBX has served you well. In all likelihood, it's already paid for. So, you have a certain incentive to stick with it. That appears like a safe choice on the surface. The thought of changing your communications system can seem like a significant undertaking that entails a certain amount of risk. However, it may be far riskier to stay with an out-of-date and under performing on-premises PBX. Enter Clarity Voice's DealerPhones® system which comes supported with a dedicated project manager to help ensure all the logistics of making a change are managed along with optional on-site installation support.

Clarity's DealerPhones® communication system offers local dealerships the competitive edge in external and internal communication helping improve the speed of your customer response and significantly boosting employee collaboration and productivity. Now you may be wondering how the entire system works.

If you had an Internet connection at home during its infancy, you knew that one could either talk on the phone or use the Internet. With time, there were developments made in fixed broadband connections. Now your Internet service provider supplies a different cable and an accompanying Wi-Fi router enabling you to talk, watch TV and surf the Internet all on the same connection. VoIP, uses the Internet to bypass the old traditional telephone line, allowing you to communicate any way you choose – by voice, video or text and enabling you to use a desk phone, computer or mobile device.

Moreover, compared to other options, Clarity's DealerPhones® system can accommodate the broadest range of communication needs, including business phone services, collaboration, contact centers, unified communications, and mobility.

8 Signs Your Legacy PBX Phone System Puts Your Business at Risk

- 1. During a natural disaster or recent health crisis your business has suffered because employees could not communicate from outside of the office.*
- 2. Your employees and customers are experiencing chronically poor audio quality whether from background noise or poor connections.*
- 3. You have difficulty adding new capabilities such as mobility apps, texting, video and more.*
- 4. You face considerable challenges extending communications services to new locations and expanding current facilities.*
- 5. Remote workers or telecommuters can't access full communications services and capabilities.*
- 6. You have to continually update and maintain your server environment to keep your PBX system current.*
- 7. Your key infrastructure components are no longer supported, forcing you to buy new alternatives. Either cobbling systems together or having to jockey between different systems.*
- 8. Your staffing costs to manage legacy communications run high and as employees age, your system is put at risk of future failures.*



1. Using Multiple Vendors for Separate Solutions

A modern communication system does so much more than just enable you to place calls and answer the phone. Depending on the product and services you offer to your customers, your business may need a traditional phone system such as a central PBX system with a user directory, along with add-ons such as text messaging (SMS/MMS), instant messaging (IM), contact center functionality, teleconferencing, and video collaboration, to name a few.

Those are a lot of services, and it's highly likely that you cobble them together using different vendors. Even if you only use one service provider, the chances are that you have subscribed to multiple packages to fulfill all your needs.

This is holding the full potential of your business back in several ways.

Firstly, there is little cross-platform integration, and different user interfaces make it difficult to master the whole system altogether. Not only does it create problems for front end users, but there is added complexity ranging from the deployment of any new service to the existing web of ones you already have, to maintenance and restoration. If any equipment you use starts malfunctioning, then get ready for the entire system to be potentially disconnected during the repair, leaving you with a hefty bill and lost sales. The cumulative effect of this is a delay in response times, which lower customer satisfaction, lower sales, and cause revenue to fall.

With cloud communications, you can eliminate silos and unify communication capabilities into a single, tightly integrated system that scales across all departments and locations.



2. Easily Scale Communications for Your Growing Business

With rapid growth comes a need for rapid communications. As your firm goes through various stages, it may encounter mergers or acquisitions, or even a possible expansion across state boundaries. To ensure that these moves are successful and sustainable, your phone and communications system needs to be quickly scalable and fully connected. Sadly, traditional analog systems are too rigid when it comes to adding telephone lines and other services unless not directly connected to an on-site PBX system.

Using your local cable company to provide phone and Internet may also prove a challenge as their service may not be in every market you service. Imagine wanting to lease new office space in a new part of town only to have your employees left without a phone system that can be linked. And that is for every new location you decide to expand at. What a colossal nightmare and costly because shared coverage can not improve operational efficiencies.

A cloud-based system always gives you the flexibility to quickly adjust communications capacity to precisely match the needs of your enterprise.



3. Inability to Add Features from the 21st Century

With the PBX system being decades old, little is offered in the way of modern technologies suitable for doing business in an era where communication and speed reign supreme. Just take the wired telephone line and contrast this to the mobile phone. Nowadays, one can use their mobile device as a desktop replacement, with everything from emails to word processing available to users. The capabilities of your phone system severely pale in comparison to

this. And even as features such as video conferencing have found their way onto traditional phone systems, they are often extraordinarily limited and not worth the extra cost.

Eventually, it all boils down to the hardware capabilities. If a system cannot access the Internet, consider it detrimental and damaging to your business, especially in the 21st century.

*Future proof your operations with DealerPhones.
Cloud communication systems support whatever features
employees and customers want - today AND down the road.*



**Never Miss a Call.
Never Miss a Sale.**
Voice | Video | Text Messaging

www.clarityvoice.com
800.786.6160



4. No Access to Real-Time Analytics & Insights to Communications

An important yardstick to measure performance, especially for the sales department, is the amount and value of vehicle sales and service appointments they have managed to secure over a given period. And sure, even with PBX systems, you can record and store every conversation, spending hours of the manager’s and supervisor’s time in listening and analyzing how each employee can better their sales pitch and delivery. But doesn’t that seem highly inefficient and ineffective? That’s because it is.

PBX systems were not designed with analytics in mind. They offer very little in terms of efficiency, and whatever data is available, it is often too little, too late. To get the most from analytics, consider cloud-based platforms that offer versatile interactive dashboards and custom reports. They enable you to monitor and track such aspects as active calls, unreturned calls, agent performance, and call queue status, allowing you to quickly identify areas that need improvement.

5. Losing Critical Communications During Unforeseen Calamities

Any on-site PBX system will get affected during any disaster or untoward event, cutting you off from critical communications in a time when it is most required. The costs from service disruptions can be severe, ranging from tens to hundreds of thousands of dollars an hour.

The trigger doesn’t even have to be something as big as a hurricane or ice storm. It could just merely be infrastructure or construction taking place on the block, leading to a power or Internet interruption, causing a blackout of communications, often without any warning. If you ask us, that is extremely inconvenient and can lead to thousands of dollars in losses for your enterprise if sales can’t communicate with prospects.



With a cloud-based platform, you can glean profitable insights from all your communications.

With a cloud communications system, your business stays connected. Callers can be seamlessly routed to mobile devices or other sites to potential sales aren't missed. The ultimate goal is to route calls quickly to a live answer so inquiries can be handled to maximize sales and service revenue.

Conclusion

Cloud VoIP assures high availability, disaster recovery, and business continuity by design. Unlike traditional on-site PBX, there is no single point of failure in a cloud implementation.

Instead, the best cloud communications systems are hosted on redundant, geographically dispersed data centers. If one server in one part of the country fails, connections are continuously maintained on other mirrored servers in the system, so there are no service disruptions. In the event of a loss of Internet connectivity, for example during fires, earthquakes, or severe weather, calls in a

cloud-based system can automatically route to mobile phones. No matter what happens, employees can still connect with customers using their business number.

With all the reasons outlined above, we doubt that a further case needs to be made on how the trustworthy yet outdated PBX phone system is hurting your bottom-line, throttling growth, and causing your business to suffer as a whole.

Make the switch to VoIP today. You won't regret it!

8 Questions to Ask When Assessing Cloud Communication Providers

Cloud communications offer superior advantages over traditional on-premise PBX systems. But not all cloud communication providers are equal. It's essential to look beyond features and functionality. Here are eight topics to ask a cloud communications vendor about:

1. Security and Compliance: Do they offer third-party validated compliance with standards such as PCI-DSS, FISMA, HIPAA? Are they collecting appropriate e911 and FCC fees on your behalf? How do they secure communications from long-distance hackers? (Read about [Clarity's peace of mind security measures](#).)

2. Safeguarded Coverage: Where are their data centers located and do they provide geographic redundancy? In which countries do they provide international local, toll-free, and local number porting services? When employees travel, how are calls routed to ensure optimum quality and lowest lag time? (Clarity's hosted PBX has a host of advantages.)

3. Reliability: Are they legally registered Federal Communications Commission (FCC) and Canadian Radio-Television and Telecommunications Commission (CRTC) FCC/CRTC registered ensuring you won't wake up to find them shut down by federal agencies? Do they have a minimum of 99.99% uptime? (Clarity's [live system status](#) reports all system impacts 24/7/365.)

4. Call Quality: Can they guarantee a minimum call quality? Do they offer advanced noise cancellations and

seamless call routing and transferring between devices? (Clarity offers [acoustic fencing](#) ensuring call quality is always maintained.)

5. Deployment: What is their average time to deployment? Do they have virtual and on-site installation support? What on-going training and technical support is offered? (Watch Clarity's [Support Video](#).)

6. End-to-End Communications: Do they offer the full breadth of capabilities you need across phones, contact center, unified communications, conference, and mobility? We do, but don't take our word for it - [hear from other dealerships](#) like you.

7. Application Integration: Do they offer out-of-the-box integrations with CRM and other business productivity tools? Clarity [connects to over 200](#) CRM, DMS and ERP systems.

8. Analytics: Do they offer more than just call Detail Records? Do their analytics tools include interactive dashboards? Hear how General Managers are [holding teams accountable](#).