![succurri]

10 THINGS BUSINESS OWNERS NEED TO KNOW BEFORE UPGRADING TO A BETTER PHONE SYSTEM

Table Of Contents

succurri

succurri

As technology continues to evolve at a steady speed, so will your customers' expectations. Whether your business is small or large, communication with clients and customers is of utmost importance. Having an up-to-date phone system that can meet all of their needs is absolutely necessary as your business moves into the future.

Not only can a new phone system make your customers' experience easier, it could also save your business money. Your current system likely needs regular maintenance and repair. Older technology, especially if it is connected to client or customer information, is much more likely to suffer from a security breach. This would result in repairs and customer dissatisfaction or, even worse, distrust.

Employees benefit from an updated business phone system as well. From never missing another client's call to smoothly balancing voicemail messages and service channels, the benefits are seemingly endless.

While there may be some reluctance to switch to an entirely new system, the potential savings in both time and money are definitely worth it. The increasing regularity of remote working and digital business means having an elite office phone system is essential. It opens up the possibility of attracting customers from a wider range of locations—a modern and intuitive business phone system makes doing business infinitely more simple.

Succurri is here to guide you through the upgrading process. There are many questions and considerations to keep in mind when choosing a new office phone system.
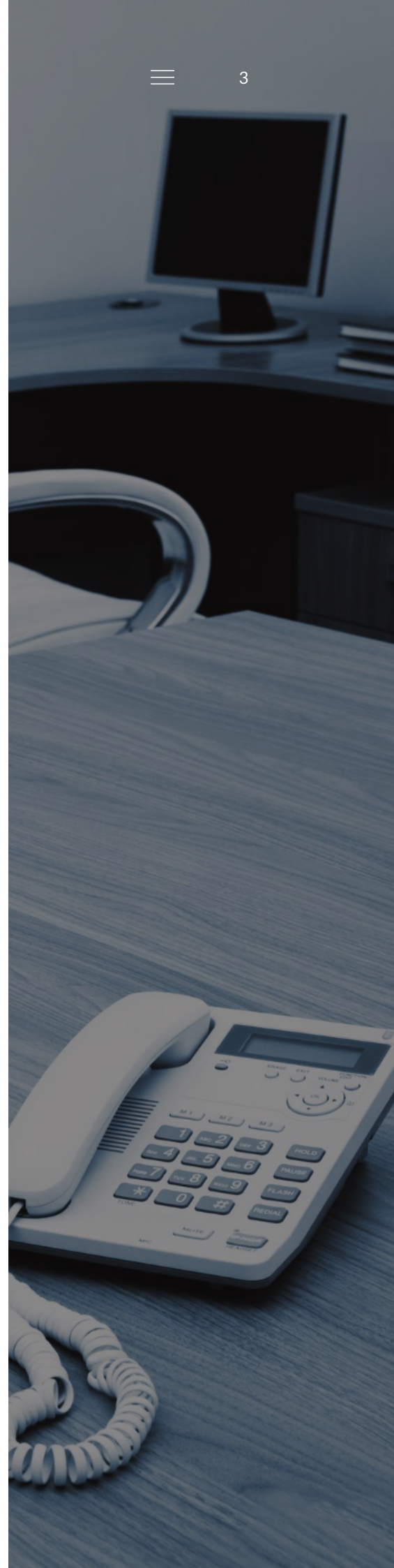
10 Things Business Owners Need to Know Before Upgrading to a Better Phone System

In order to choose which business phone system is best for you, your employees, and your customers, it is important to know what will work best for your business specifically.

Some of the most important aspects to consider before choosing a business phone system include:

High quality Internet

Does your business have high quality Internet and/or redundant Internet? Redundant Internet, despite its name, is actually essential to high quality business phone systems. Possessing Internet that can support and prioritize VoIP—Voice over Internet Protocol—is a major factor in upgrading an office phone system. Generally, VoIP enables calls to be made using the Internet rather than via landlines.

Hosted vs on the premises

Is your current phone system hosted by experts or located on your business's premises? If it is still on premise, now is the perfect time to consider switching to a hosted VoIP phone system. It has numerous advantages over an on-site system; disaster recovery, licensing, and complexity of management are only a few. By choosing a hosted VoIP phone system, your life is much simpler.

Solid network infrastructure

Does your current office phone system rely on cabling? If so, consider the quality. Good quality wiring is extremely important. When your phone system is located in the building, it may be more difficult to ensure top-quality infrastructure.

System maintenance

Similarly, continual maintenance is best for guaranteeing reliability and extending the lifetime of the phone system. A phone system host will usually maintain the system, and this is a factor to keep in mind when making a final decision regarding an office phone system.

Service provider reliability

Choosing an established provider with a trusted record will mean confidence that your business will operate without any communication issues. Different small business phone system providers have varying levels of value and performance.

Scalability and call volume

As business grows, so do the number of calls. Keeping future growth in mind means choosing a VoIP phone system for a small business that can grow alongside the company and handle a larger volume of calls.

Locations

Relatedly, the more locations the business operates, the more valuable a hosted office phone system becomes. Having communication centered in one location boosts efficiency.

Feature Requirements

Switching to a new phone system is the time to consider user experience. What is the customer experience? What does your staff's normal usage look like? Knowing the demands of the daily operations of your business makes deciding on a specific new phone system much easier. For example, automation may streamline the workflow.

Advanced Analytics

Utilizing a hosted phone system via companies such as contact centers provides your business with useful data like advanced analytics. This allows you to see the inner workings of your business: how many calls come through, which clients call most often, etc.

Emergency management and disaster recovery

If your entire business's communication system is reliant upon an on-site operator, it is susceptible to unforeseen emergencies. Storms, floods, fires...these are all irreversible disasters that would put your business on hold for days, if not weeks. This is a major reason to consider VoIP phone system options, such as ones ecommended by Succurri.

Different Types of Phone Systems

After taking into consideration all the factors listed above, the next step is to choose which type of phone system is most appropriate for your business. The different types of phone systems may seem confusing, but they can be divided into three broad categories.

Traditional, On-Premise PBX

PBX stands for 'private branch exchange' and is completely located on-site, relying on copper wires installed and maintained by phone providers. It is the traditional business phone system that supports incoming and outgoing calls, voicemail, call routing, call management, etc. It allows the business to communicate both internally and externally.

VoIP PBX

VoIP, or Voice over Internet Protocol, combined with PBX means the phone system is located on the premises but may use some Internet technology. It is a compromise between PBX and a hosted VoIP system.

Hosted VoIP Phone System

This is the option of the next generation. With no hardware installed locally, it operates completely through the Internet. Using a center with hosted VoIP capabilities promises consistent and high-quality phone system services for your business.

Deciding between these three categories is dependent upon what best suits your business and its specific needs. Understanding how the different features of phone systems are beneficial may aid in your decision.

What are the features of phone systems?

Upgrading a business phone system means increasing the number of available features. The accompanying features of a new phone system make day-to-day operations much easier and therefore free up time and energy for enhanced customer and employee experience

Some typical features include:

Daytime and after-hours greetings

Making your clients and customers feel warmly welcomed is always a benefit. Similarly, it is possible to set up personalized on-hold messages and music.

Voicemail

Including voicemail to email conversion, having a voicemail service is expected by most customers to ensure their concerns reach the business in a timely manner.

Transferring and recording

Transferring and recording calls are necessities for any business, small or large. An updated office phone system is able to support higher quality. Employees and customers alike do not have to worry about calls being dropped or information being forgotten.

Conference calling

In addition to speaker phones and conference phones, many new phone systems are also outfitted with conference calling capabilities to guarantee meetings are smoothly conducted.

VoIP calling

As with reliable transferring, VoIP ensures that calls are not lost. It also broadens the scope of where calls can be made to and from. Relatedly, wireless phones, including DECT and cordless, also widen the potential locations of business. With remote working becoming increasingly popular, it is useful to be able to do business anytime, anywhere.

Mobile twinning and computer-telephone integration (CTI)

Mobile twinning is the ability to pair a cell phone number with a desk extension, making employees' work lives infinitely simpler. It gives customers direct access as well, efficiently cutting out the middleman. CTI creates a similar efficiency by coordinating the telephone and computer.

In addition to customer system self-administration, call accounting, linking multiple sites, SIP applications, speed dialling, and warranties and guarantees, the features of a modern business phone system are nearly endless.

Key Factors to Consider when Choosing a Business Phone System

Installing a new phone system is reliant upon knowing how that system would fit into the existing business framework. Keeping in mind the available features and different types of phone systems, which one is compatible with your employees and customers?

First, assess the existing phone system. Determining if it is on-premise or hosted, what its features include, and what its shortcomings are will help guide you towards an improved version.

Second, evaluate your workers', both remote and office, needs. Their daily use of the current system, ways in which it hinders their productivity, the quality of the connection, etc., are all key. Knowing the data of employees' daily use means you will not choose a system that doesn't improve their day-to-day use or, worse, lacks a necessary feature.

Lastly, account for future growth. Upgrading your business phone system is a promise towards future expansion, so be sure to consider what the company's needs may be at different sizes.

Advantages when Upgrading to a Better Phone System for Business

In many ways, a business's phone system is the core of the company; it sits at the heart of all communication. As such, improving upon the office phone system has undeniable advantages.

Affordable

All businesses naturally seek out ways to reduce costs in any way possible. Using a new phone system, especially one that is hosted (by a contact center or the like), will greatly reduce costs. A major advantage is that many operate within a fixed cost structure. This means not only will there be no ever-changing long-distance bills, but also that other surprise charges will never exist. A consistent budget can be created within company finances.

Features

All of the extensive features listed above are huge benefits to a new phone system. Call transfers to multiple lines in the office, multiple voicemail boxes, ACD queues, ring groups, call waiting, call forwarding, call recording and call hold–these are the kind of technological advantages an organized phone system service can offer.

Handling

Having an automated system eliminates the need for a receptionist to manually answer and transfer calls to specific employees. With features such as mobile twinning and computer-telephone integration, business communication is expedited.

How a Phone System Upgrade Could Help Business

In the long run, most advantages of upgrading your office phone system will manifest in the details of your business. By deciding to install a new phone system, cutting-edge technological capabilities will provide support far into the future.

Here are some definite ways a phone system upgrade can help business:

Scaling up

Using an established phone system host, such as a contact center, makes it possible to more easily expand communication as business grows.

VoIP abilities

The benefits are endless with VoIP: portability, scalability, multitasking, flexibility, etc.

App integration

Perhaps your old system does not have the storage space or ability to support apps. Upgrading your phone system means having all apps at your business's disposal. VoIP phone systems are a great choice for achieving this.

Mobile devices

Similar to app integration, the most modern phone systems can now connect with mobile devices and share information between them, making communication much faster. With communication channels unified as such, customers and clients can more efficiently be provided service.

Easy setup

With almost zero time or cost required to get the new phone system up and running, it makes sense to make the switch today.

Contact Centers

In addition to a new and efficient office phone system, a small business owner ought to consider adding a contact center. A contact center is a fantastic option for businesses with very active sales teams, a steady flow of customers, and dedication to their clientbase.

Contact centers can provide excellent structural business support. Whether it is customer service or technical, the right contact center will create the space necessary for your business to focus on leads, sales, and the bigger picture.

Learn more about Succurri's Contact Center services by visiting our website or download our ebook: "How to Choose the Right Contact Center for Your Business".

Succurri's Phone System Service

Succurri is a leader in providing top-notch phone services to small and medium local businesses. We have an expert team that can discern the best quality systems, which features best suit your business, and how to smoothly transition into confidently using your new phone system.

In Seattle, Everett, and the surrounding areas, Succurri is the gateway to future business. Our team can help with setting up, training, and answer any questions you may have along the way. Call today and let's get started together!

Succuri's Contact Center Services

At Succurri, our team of technicians understands the positive impact that the right contact center can have on a company. We've built lasting relationships with some of the leading providers on the market, which allows us to provide reliable contact center solutions for small and medium-sized businesses in all industries.

To learn more, get in touch with our team and start discussing your project today.