

# 5 Ways to Transform Your Business with a Better Phone System



## Traditional Phone Systems

Traditional phone systems are cumbersome, difficult to manage and expensive. Features are limited and adding new lines or functionality is expensive and time intensive.

Besides being expensive to implement, traditional phone systems are also costly to maintain. Phone services and equipment do not come cheap, and managing the system is a drain on internal resources.

Yes, phones are essential to running a successful business but many systems feel like a necessary evil, an expense to be accounted for, rather than an investment that leads to a return.

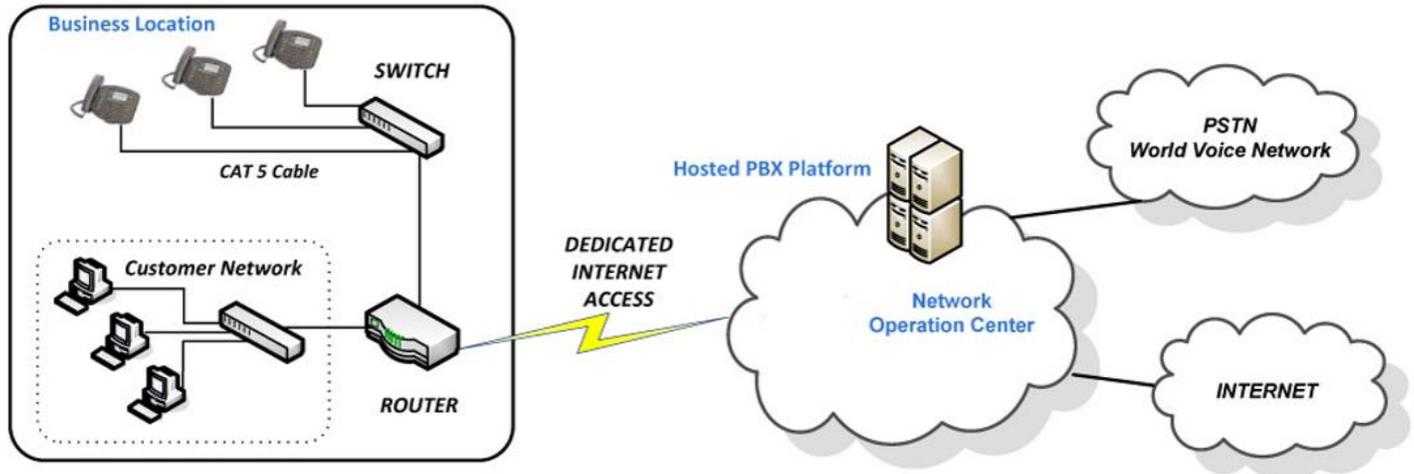
It's difficult **not** to be frustrated when there are so many things wrong with most phone systems.

In the past, businesses had no choice but to deal with the hassles of old school phone systems. Now, new technologies have emerged that give businesses more choices and the freedom to use their phone systems in ways that are a better fit for their business operations.

## A Better Business Phone System: Hosted PBX

Hosted PBX is a cloud-based VoIP (Voice over Internet Protocol) phone system. Your entire phone service is provided via an Internet connection. The actual "PBX" (Private Branch Exchange) resides at the provider's location, which means there is no need for any system equipment in your building – just the phones.

Here's a diagram of how a typical hosted PBX system is constructed:



Your phones, cables, switches and network remain the same but the actual PBX resides at your provider's NOC (Network Operations Center) and from there connects to the Internet and the PSTN World Voice Network to provide you with phone service.

**The bottom line? Less equipment to buy, maintain and replace.**

It might sound silly, but using a hosted PBX phone system really can transform your business.

How? Read on for 5 ways it can make a big difference.

## **Transformation #1: Cut capital investments AND operating costs.**

Using a hosted PBX phone system means less equipment to buy. That, in turn, equals less capital expenditure. Instead, you incur a predictable monthly operating expense, which is much healthier for your business and more manageable as well.

In addition, pricing for the phone service (minutes) itself tends to be less expensive than with traditional phone systems, as is the cost for adding additional lines as your business changes and grows.

If you choose a vendor who provides other telecommunication services, it's likely that you can also bundle your hosted PBX with other services to save even more money.

## **Transformation #2: Focus internal resources on core business.**

Switching to a hosted PBX phone system means leaving phone system management in the hands of a reliable telecom provider. Shift internal resources away from managing your phone system and instead, your skilled team can spend their time on projects that will help your business grow or become more efficient.

Imagine the effects if your team could...

- Finally have time to address ongoing computer and network issues.
- Spend time researching that new software your business really needs.
- Work on proactive and preventive projects to brighten the company's future.
- Simply get more done – for the company **and** for your customers.

## **Transformation #3: Give your customers better service.**

When customers have an issue or question, their only concern is getting the help they need ASAP. The better taken care of your customers feel, the more likely they are to continue to be your customer and send referral business your way.

How can hosted PBX help with customer service?

- **Auto attendants:**
  - Explain how customers can get what they need by choosing correct options.
  - Provide answers to commonly asked questions (hours, directions, etc.).
- **Advanced call routing/ring groups:**
  - Send calls from certain customers directly to their rep or team.
- **Mobile integration:**
  - Reps can receive calls from their customers even when they're out of the office.

This step takes some strategy – you’ve got to know what issues customers have most often and how best to handle them in order to configure your hosted PBX phone system so that it’s easy and intuitive for them to use. Giving customers too many options (or not enough) or sending them through too many steps might frustrate them even more. But once you’ve got it down, it practically runs itself.

## **Transformation #4: Grow, expand or move with ease.**

Of course you want your business to grow, but sometimes it seems there are so many costs and hassles associated with growth. You won’t have that issue with hosted PBX – your phone system will easily grow right along with your business!

- No system equipment to move to new locations.
- Hosted PBX phones are easy to transport and set up.
- New lines are simple to create & less expensive than traditional.

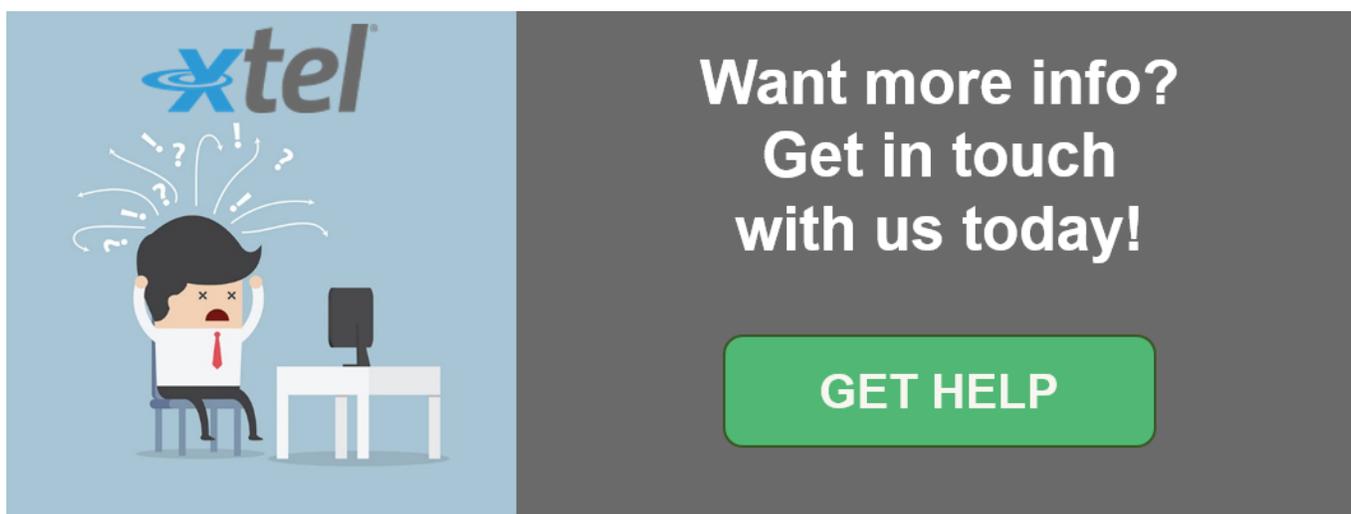
## **Transformation #5: Work seamlessly from anywhere.**

These days, more people are working from remote locations than ever before. The features of hosted PBX make it easy for your team to work from anywhere without hassle.

- Connect mobile phones for traveling staff.
- Connect phones in other office locations for staff who work from multiple offices.
- Send voicemails to your email inbox.
- Manage your hosted PBX system from any location through the web-based portal.

## In Summary

Well, there you have it – 5 ways using a better phone system can transform your business. There are so many features and advantages that come with using a [hosted PBX system](#). You really can customize it to work for your company's unique operations style!



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with us today!**

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**Or call us at 800-GET-XTEL**