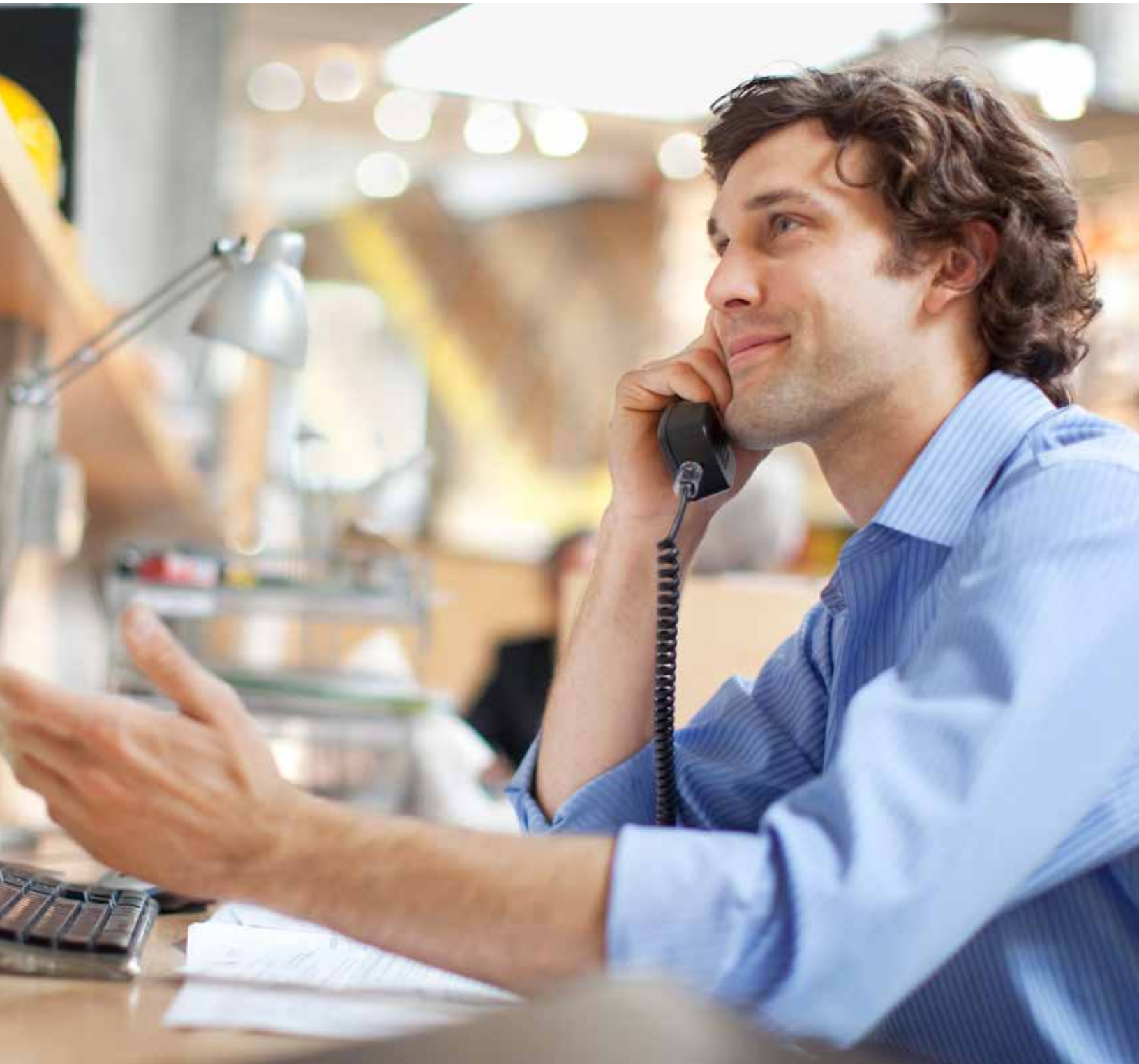
TIDAL COMMUNICATIONS | ELEVATE CLOUD COMMUNICATIONS

6 Reasons Why Your Aging Phone System is Putting Your SMB's Success on Hold



6 REASONS WHY YOUR AGING PHONE SYSTEM IS PUTTING YOUR SMB'S SUCCESS ON HOLD

Whether it's a question about a product or service, a new order, a support issue, or simply trying to pay a bill, customers still need a human connection when they're looking for help—and the right cloud communications platform – that includes calling, video conferencing, chat, and secure file sharing provides just that.

> The architecture of conventional phone systems dates back to a time when going to work meant going to an office. But today's mobile and global workers require more agility and capabilities than these systems can support.

The trouble is, the architecture of conventional phone systems dates back to a time when going to work meant going to an office. Many were even designed when smartphones were considered nothing but science fiction. Today's workers, who now need to be flexible to work from wherever they happen to be, require more agility and capabilities than these systems can support. Aging phone systems typically do not support remote workforces, who can be productive from any location. Most aging phone systems do not even provide direct access to company voicemail from a mobile device, which could cause delays in responding to customers. And you can't afford to miss sales or lose customers because they can't communicate with your employees when and how they like.

82%

of consumers look for an immediate response to marketing or sales questions.

- Hubspot Research

A modern cloud communications platform not only provides highly reliable connectivity and call quality but is also easy to deploy and simple to maintain. Plus, the cloud delivers the agility and advanced features your business needs to keep pace with impatient consumers and mobile workers.

Let's take a bit of a deeper look at six key benefits that explain why companies like yours have already made the move to the cloud.

1 SAVES ON UNPLANNED MAINTENANCE COSTS

You'll enjoy one flat-rate for all your calls, chats, and video conferences anywhere in North America. For one predictable monthly charge you also get a range of services like internet fax and conference calling—without the complexity of multiple bills. Contrast that with traditional on-premises systems where even when the hardware is paid for. You may also need expensive expansion cards to add new users or costly private business exchange lines for connectivity between multiple locations.

Unlike on-premises systems that require a major investment of time and money to add advanced features like video conferencing, these services, that employees now rely on readily, they come pre-integrated with a cloud communications platform. Rather than making a major investment in hardware, pay-as-you-go subscription pricing means low risk to migrate to the benefits of the cloud.

89%

of consumers begin doing business with a competitor following a poor customer experience.

- *Harris Interactive*

2 IMPROVES CUSTOMER SATISFACTION

Your phone system is often the first point of contact with your customer, so it should be a good experience. A new breed of tech-savvy, online and mobile customer demands the same of your company. They expect to reach someone the first time they call. Plus, these impatient customers expect that person to have all the information they need at their fingertips—or at least as fast as they could get it themselves on the web. According to Harris Interactive, 89% of consumers begin doing business with a competitor following a poor customer experience.

Especially because the COVID-19 virus prompted so many to shelter in place, old habits gave way to new ways of working remotely and conducting business without in-person contact. Whether connecting through a call, video, chat, or email, customers demand choice and convenience. A study by the respected research firm Gartner also found that when it comes to making a purchase, 64% of people find customer experience more important than price. This means businesses must quickly put customers in touch with exactly who they need.

This can create problems for businesses still using old-school phone systems. When a traditional on-premises PBX phone system can't integrate with your teams' mobile devices or support your customers preferred means for engaging, you leave yourself open to a poor customer experience, especially if your company's representatives aren't sitting at their desks in the office at the moment the customer calls. You worked hard to get that customer on the phone, so why take the risk of missing the call?

A modern cloud communications platform gives your employees tools like instant access to company voicemail and business SMS to stay in touch with customers anytime, anywhere, and from virtually any mobile device.

3 YOUR BUSINESS ALWAYS HAS RELIABLE PHONE SERVICE

A cloud communications platform offers benefits that will give you more modern communications. But first and foremost, every business needs reliable phone service with good audio and video quality. A cloud solution includes a robust network and core infrastructure located in redundant data centers that provide carrier-class reliability and superior call quality.

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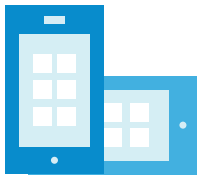
Plus, having a mobile and desktop computer application, along with all of your data being backed up in the cloud, means your business continues even in the case of a fire, power outage, or natural disaster. In the event that any of these happen and prevent your employees from working in your offices, they can simply use the mobile app or softphone, and it's business as usual without any breaks in service.

82%
of company leaders plan to allow employees to work remotely some of the time.
- Gartner

4 MOBILIZES YOUR WORKFORCE

Pre-pandemic, workers were already expecting to have the tools to work from anywhere, optimize their commute time, and make calls outside of business hours. This is not a surprise as more than one-in-three American labor force participants (35%) of Millennials —the largest generation in the U.S. labor force—grew up in this mobile-first world. When COVID-19 surprised so many businesses with social distancing regulations that required employees to work remotely, business leaders were forced to rethink their workforce location models. Geographic flexibility for mobile workers, speed and agility shifted from competitive advantage to table stakes. A cloud communications platform means employees can talk to customers, and to each other, anytime, from anywhere, and on virtually any mobile device.

A modern cloud communications service provides apps for mobile devices and desktops to support your workers anywhere they roam. This mobility allows employees to access conference calls, video conferences, chats, faxing, web meetings, and file sharing from a mobile device. It also provides a big advantage in a world where people increasingly use a smartphone even when they get back to their office desks.



75%
of employees use their smartphones as their main business communications tools.
- IDC

Better still, your mobile workers will have the same capabilities of a full-featured phone system as employees in the office. They can access the company directory, check voicemail, and transfer calls from a smartphone. Meanwhile, your customers can reach your employees from a single company number. When employees call out from a mobile device, customers and partners see your company number—not a personal cell number. So you strengthen your brand, and when an employee leaves the company your customers don't go with them.

The cloud delivers advanced features like video conferencing, web meetings, and file sharing to keep your employees seamlessly connected—and usually for less than you're paying for that old phone sitting in front of you.

5 ALWAYS STATE OF THE ART: ACCESS TO THE LATEST FEATURES

Technology progresses quickly, with an older on-premises system you are likely missing out on the latest features. Modern, cloud-based communications automatically upgrade your features, regularly. You don't have to worry about any upgrades or added fees and your employees will always have access to the latest features.

6 STREAMLINES COMPLEXITY AND INCREASES PRODUCTIVITY

A modern cloud communications platform eliminates the needs to pay for collaboration services such as video conferencing, chat, secure file storage, internet fax, backup and other stand-alone services. Helping to streamline technology and improve employee productivity. For example, with an integrated cloud communications platform, employees collaborating in a group chat can instantly elevate the session to a video conference or web meeting within the same application, with only one click.

80%

of SMBs would prefer to get a single bill for all of their communications

- Amdocs study

SWITCH TO THE CLOUD AND GET RELIABLE BUSINESS COMMUNICATIONS UP AND RUNNING QUICKLY.

Making the move to the cloud is simple, in fact it is crazy simple. You will have a reliable, full-featured cloud communications platform up and running almost instantly. Most small businesses have the network bandwidth, Ethernet connections and other requirements in place already. There's no bulky complicated on-premises hardware to struggle with—setup is all web based and we assist you every step of the way.

- Fast to implement—and no disruption to your business
- Getting employees connected is as simple as plugging phones into internet connections or downloading a mobile or desktop PC app
- Using advanced mobile features—from videoconferencing to direct access to company voicemail is easy
- Included mobile and desktop apps give your employees the ability to make and receive business calls from wherever they are currently working

If you haven't considered a move to the cloud before, now is a great time to start. Contact us to learn more.