

7 Ways Your Phone System Can Boost Your Business

1 It can help you get your work and life balanced...

The latest phone systems are simply cloud based software and use apps and software as endpoints so you are no longer tied to a piece of plastic on your desk. That means that wherever you are, whatever you're doing, you can CHOOSE to make and receive calls as if you were in the office. So if you want to leave the office for the kids sports day then you can and still be productive.

What's more, because the app sits in your pocket on your smartphone you don't have to risk giving out your mobile number meaning Sunday lunch won't be disturbed by business calls. And, more importantly, you can better screen your calls and take the ones you actually want to take.

2 It can help you to grow your business...

With features such as time of day routing and automatic call divert you never need to miss a call again. Even if all users are already on the phone, new callers can be held in a queue with comfort and marketing messages until a user becomes available or you divert the call to a call answering service.

Your phone system can also integrate with other applications that your business uses such as CRM and Microsoft Teams meaning that colleagues have the right tools to speak to customers and colleagues whilst having access to all the right information quickly.

3 It can help you to deliver an exceptional customer experience...

From the moment a call hits your telephone system, callers can be greeted by a professional voice introducing your company and welcoming the caller whilst helping to get that caller to the right person quickly who will already have access to the right information through integration with other applications.

And during busy periods, your phone system can keep callers engaged with messaging and music. And some interesting facts around callers placed on hold:

- 70% of callers are placed on hold.
- 60% of callers hang up if there's no music or messages to keep them engaged.
- 34% of callers will not call back.
- 30% of callers who hear On Hold Marketing Messages make a purchase of that product or service being advertised

4 It can help you to keep your costs in check...

A modern telephone system can save you money in many ways, some more obvious than others. Here's just a few of the ways you can keep your business costs in check with a telephone system:

VoIP is the cheapest way to manage telephone calls, typically saving up to 80% against traditional phone lines.

VoIP systems now include a large number of inclusive calls meaning that people don't actually pay for the calls they make like they used to.

Cloud or hosted based systems don't have any hardware on site so engineers aren't required to attend for costly site visits for ongoing support and maintenance.

The only hardware that might be used are deskphones and they are typically provided free of charge or not needed as users move to PC based applications.

Without electronic equipment on site requiring power 24/7, utility bills are reduced.

The ability to make and receive calls from anywhere you have an internet connection has given rise to home/remote working meaning businesses can reduce the amount of office space and car parking they need to rent.

5 It can help your team be more productive and achieve more...

We've all had those situations where an idea might start as an instant message chat with a colleague and as it takes shape more people need to get involved. A modern telephone system provides the tools your teams need to take conversations with colleagues, customers and other connections wherever they need to go. Online chat to call to a conference call and then full online multimedia collaboration involving screensharing and file sharing with voice and video calling. And all of this can happen within the same application, even enabling users without the application to participate.

What's more, if you've already invested in Microsoft Teams to help support dispersed and remote workforces, a modern telephone system can integrate with Teams giving you all the benefits of your own telephone system but without the downside of having to use Microsoft PBX

6 It can help you get your business to net zero...

Going green is one of the top considerations for most businesses these days and a telephone system can help you achieve that in many ways.

- Through the use of apps users no longer need to attend the office to make and receive their calls or retrieve voicemails, reducing the need to commute.
- Modern telephone systems are often cloud-based or hosted which is a much more energy efficient way of deploying communications technology to businesses.
- Through the use of open SIP standards, handsets can now be reused and recycled even if you change platform or provider.

And through the use of Apps, there is no longer a need for deskphones, further reducing consumption and the use of plastics and other pollutants.

7 It can scale as your business needs...

In the past, scaling a business and adding users to the telephone system was a costly and complicated affair. New expensive equipment was required to expand the telephone system's capabilities and engineers needed to attend site to upgrade the system and add the new users. Today, adding and removing users is usually just a tick-box exercise, particularly as there is now no need for a desk phone or any other hardware. This allows you to concentrate on the direction of the business, knowing that the phone system will just do what you need it to do.

Managing how you communicate with colleagues, customers and contacts can have a dramatic impact on productivity and customer experience. And the tools to manage this better are now within easier reach than they've ever been. If you're now thinking that the latest telephone system technology could improve your business get in touch and we'd be happy to arrange a demonstration.



Please visit www.legacytelecom.co.uk or call 01942 686260 to book a call with one of our experts.

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