Break free of traditional telephone technology

The internet has revolutionised how we communicate with one another. You can set up, in an instant, a video call with a client on the other side of town or the other side of the world. You can launch a live broadcast from almost anywhere, using just a smartphone. You can read and send written messages at any time, using a host of different systems. Yet when it comes to the telephone, many businesses are still tied to out-dated, copper cable technology.

Forward thinking organisations have, for some time, been considering or even using internet-based telephony, known as VoIP (voice over IP). As broadband speeds improve, and digital technology evolves, VoIP has become a reliable alternative to traditional telephony. Demand for VoIP services has dramatically increased in the last few years.

The flexibility of VoIP telephones

All you need for a VoIP system is a handset and the software required to connect it to the web. There's no expensive hardware to install in your business, and with the communication software being run from the cloud, there's nothing to tie your phone system to a specific location.

VoIP gives you the convenience of a modern, integrated telephone system with the flexibility of being able to work from anywhere with an internet connection. Including the capability of being able to change location from day to day.

A simple benefit of VoIP is that one phone number can reach you anywhere. It can ring a desk phone and a mobile phone simultaneously. Calls can be transferred from one device to another without disconnection. A single voicemail system can be accessed from anywhere.

This flexibility makes it easy to:

- Stay in touch with a team operating from different locations, including home-working and hot-desking.
- Break free of geographic numbers, because one number can reach you anywhere.
- Avoid communication breakdowns when unexpected events make it difficult for some or all of your team to get to the office.

VoIP also allows computers and tablets to operate as virtual telephones.

Saving money with VoIP telephones

It's generally accepted that switching to VoIP telephones will save you money. The hardware costs associated with traditional telephone systems are removed, and call costs are lower or even free.

Additional savings flow from improved productivity, with a single number making it really easy to reach someone. Digital call management means calls are easier to transfer without losing the connection.

Because VoIP is integrated with the internet, it can be connected with your other digital apps such as Microsoft Outlook, Skype for Business and CRM systems.

The systems also offer a host of analytical reporting capabilities, making it easier to monitor the type and duration of calls, call patterns and call traffic levels. This information allows you to plan for appropriate staffing levels, manage call handling efficiency and identify suspicious or unauthorised activity.

Issues to consider with VoIP

As with implementing any new system, there is a cost to moving to VoIP telephones. You'll also need to consider whether your broadband connection is capable of taking the increased traffic of both voice and data.

A new telephone system will also bring a need for some training, particularly for the team responsible for managing the system. They will need to become familiar with the new options available.

The big issue is whether the ongoing savings justify the cost of making the switch now. The move is likely to become inevitable, with experts predicting that the increased take-up of VoIP will eventually mean it's not cost-effective for operators to maintain the traditional system.

We help our clients make the move to VoIP

A growing number of our clients are switching to VoIP telephone systems, because of the benefits. For them, the lower costs and increased flexibility are an unbeatable combination.

If you would like to know more about using VoIP telephones in your organisation, give us a call on 0808 168 9135 or email enquiries@itsupport365.co.uk. We would be pleased to have a no-obligation conversation with you.

Alternatively, you can follow us as we share news on Twitter, Facebook and LinkedIn.

Early bad experiences with VoIP have put some companies off making the switch. Reliability has increased significantly over the last few years, as broadband networks have improved and capacity has been boosted. Today's VoIP telephone systems are offering genuine competitive advantages to the businesses that use them.

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