



- **Ten reasons businesses  
should consider VoIP**



# ● Introduction

VoIP telephony has unobtrusively become one of the most significant communications technologies currently available to businesses. While it may not have received the same high profile coverage as cloud computing, it is arguably more important because of the benefits it delivers. So what are the main justifications for a business considering VoIP adoption? Here are our top 10 reasons to try it in your business.

## ● Top 10 reasons

### 1. Prepare for the future

Regardless of whether or not you believe your business needs VoIP today, there is no doubt that it will become essential in the future. And because VoIP can be hosted remotely, it is astoundingly future-proof thanks to its lack of reliance on in-house hardware. Any upgrades that are necessary can be implemented by the provider, which leaves you free to reap the benefits without having to worry about impending costs or the chance that all your hardware will become obsolete.

### 2. Look to the past

Although VoIP does offer an impressive degree of future-proofing, it is not a technology which, upon adoption, requires that you ditch all of your legacy systems. Most VoIP solutions are flexible and compatible enough to fit in with whatever telephone service or PBX system you have been running on site, which means that you can migrate to a digital telephony package with relative ease.

This will also help to lower the costs of hardware procurement, because although you can get VoIP-oriented components if you are starting from scratch, this is not an essential move for those with previously established internal hardware.

### 3. Embrace flexible and remote working

VoIP can break the shackles that usually tie employees to their desks in order to remain contactable. Various studies have shown that flexible working conditions can enhance staff morale and increase productivity, so there are double-sided benefits to this type of approach.

As the traditional workplace slowly erodes, it is being replaced with circumstances in which employees expect to be able to work effectively whether they are out in the field, at home or in the office. With VoIP, calls can be forwarded to any connected device, which means that they will be answered more consistently.

VoIP also helps with collaboration between team members who may be spread over a large geographical area. With a hosted digital telephony service it is possible to run internal communications across vast distances, enabling colleagues and business partners to get in touch without having to jump through any hoops.

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#### 4. Scalability

VoIP is not just a solution designed to cater to the needs of major businesses or sprawling call centres. In fact it is the scalability of this type of service that makes it so powerful and popular. A VoIP platform can cater to a self-employed person working from home or an entire corporation, thanks to the fact that the infrastructure is hosted remotely.

A single agent operating independently can enjoy the same functions and benefits as an entire customer support department, because the scale is entirely unimportant. This also means that VoIP is perfect for businesses which are growing rapidly and need a solution which will not restrict them.

If you need to add more extensions to a traditional telephone system there will be physical restrictions which eventually make this difficult to achieve without further investment in on-site hardware. With VoIP these restrictions are lifted and a service can accommodate as many users as is necessary at a particular time. This can deal with the flux in capacity requirements which will occur over the course of a year. You can adapt to cope with the busiest periods when they arrive and then scale back once operations have returned to normal levels.

#### 5. Geographic reach & marketing

While an analogue phone service may be tied intrinsically to a particular location because of the area code, with VoIP, the core of the service is hosted virtually meaning that it is not hampered in the same way. This makes it easy to move your headquarters to a different area and still retain the same number, which has a wealth of benefits.

You can also use this to your advantage when it comes to marketing and establish your business in new regions. Choosing non-geographic numbers for your business can help you promote an air of professionalism and attract more of a national audience. However, picking a local number in an area that may not actually house your offices will let you cater to a specific audience, that might not otherwise have considered using your company.

#### 6. Enhanced features & management

From call forwarding and handling to voicemail and a variety of other functions, VoIP is blessed with some of the best telephony features available today. In addition to this, it is actually much easier to control the specifics of your service because many providers allow you to do so via a web-based interface which is an empowering capability to have on-tap.

#### 7. Lower call costs

VoIP is often initially advertised as a result of its ability to dramatically reduce the amount that a business has to spend on calls. This can be a major expense for some companies, particularly if they rely on a large number of employees using the phone to answer queries and make sales throughout the day.

VoIP-to-VoIP calls are often free of charge, with no per-minute rate to worry about. This applies whether the people communicating are on the other side of town or the other side of the planet, eliminating the issues with international charges.

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## 8. Resilience

As with many externally hosted services, VoIP uptime is generally not the responsibility of individual businesses. Instead the provider has to be dedicated to ensuring that a platform remains operational and available to paying customers at all times.

As well as removing the pressure of preventing faults in-house, this enables businesses to save money which might otherwise have been spent on maintenance. The persistent monitoring of infrastructure that is carried out by VoIP providers will far exceed what could reasonably be achieved internally.

## 9. Conferencing

The collaborative capabilities mentioned earlier are improved thanks to the conferencing features of VoIP. Multiple users can get in touch simultaneously and host meetings without having to physically be in the same room. This can cause a knock-on effect that delivers further benefits, such as being able to reduce the need to travel long distances for business meetings, which will lower costs and improve productivity.

## 10. Audio quality

VoIP consumes more bandwidth than analogue telephony and uses this to deliver better quality audio. This means it is easier to understand one another when communicating through a VoIP service. VoIP can also be tied in with more data-intensive platforms such as video calling, leading to a range of additional possibilities and benefits.

Hopefully all of these advantages will have convinced you that VoIP is more than capable of living up to the modest amount of hype which it has received and well worth considering by any business.



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