

Is Managed Hosted Voice Right for You?

Advantages for Specific Business
Communications Needs



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Overview

Hosted Voice (VoIP) is a cloud phone service that allows businesses, particularly small and medium-sized businesses, to enjoy the many feature advantages of an IP PBX, without having to lease, manage, and continuously update IP PBX equipment. Hosted Voice is a future-proof solution that also streamlines administration; can significantly reduce long distance costs; and includes many advanced mobility and productivity features. Managed Hosted Voice service combines these benefits with fully outsourced IT management, including all the hardware, maintenance, and monitoring necessary to ensure success.

Broadvox has two options for Hosted Voice Service: a fully managed service from the desktop over the network to the PTSN and an a la carte service designed primarily for IT consultants to enable maximum flexibility regarding choice of broadband and hardware.

With our Hosted Voice Managed service, we guarantee Quality of Service, prioritizing voice packets over data for maximum call clarity. We have full control of the system and the circuit, so you enjoy complete confidence that your system will perform seamlessly.

Often lost in the discussion about Hosted Voice is the direct impact of advanced VoIP features at a group and individual level. This white paper will explore the specific advantages of Managed Hosted Voice Service with regard to particular business communication needs, roles, and priorities. It details how this solution and its features uniquely address the needs of CEOs/owners, CTOs/IT Managers, Salespeople, Virtual Workers, and Receptionists.

CEOs and Owners



As the CEO or owner of a small to medium-sized business, your top priority is making sure your business enjoys every possible competitive advantage. You need solutions that maximize your budget, improve day-to-day efficiency, and help you get the most from your team. You're also juggling a busy schedule, so productivity and mobility features can make a big difference in your personal effectiveness.

Managed Hosted Voice offers the following advantages for CEOs and owners:

- › **Reduce both CAPEX and OPEX costs.** Hosted Voice offers savings of up to 50% over a traditional phone system, and with Managed Hosted Voice you can also control IT resource costs. Your VoIP provider takes care of everything, including configuration and on-site implementation of Local Area Network (LAN) gear, broadband, routers, and IP phones, as well as continuous Quality of Service (QoS) management and remote monitoring. Your entire communications system is rolled into a single, predictable monthly bill that includes all hardware, management, and low-cost long distance. Your provider should also offer flexible feature packages and IP phone options, so that you pay only for what you need for each employee.
- › **Stay connected with one number Identification.** Managed Hosted Voice offers flexible mobility and accessibility features to help you and your employees stay in touch without being tied to a desk. You can integrate your service with mobile or remote phones, so that one business number can ring to all your devices. You can work from anywhere, anytime. Customers and employees recognize and reach you with a single business number, so you never have to give out your mobile or home office number again. Additionally, you can set calls to ring sequentially at multiple phones, or automatically redirect specific calls based on time, day, or caller ID. You even utilize a software client (softphone) to make and receive business calls from a laptop using any WiFi connection.
- › **Improve customer service.** With advanced IP features and the built-in business continuity of a hosted service, customers never have to wait on hold or leave voicemail. You also gain extensive flexibility for contact and call centers, including the option to set up a virtual call center comprised entirely of remote workers.
- › **Increase productivity.** Managed Hosted Voice offers a range of advanced IP-enabled features that can help you and your employees accomplish more in less time. Access voicemail messages faster by receiving copies via email, either as audio file attachments or text transcriptions. Accept, redirect, or ignore calls from within Microsoft Outlook. Click-to-dial Outlook contacts. These and many other features are easily accessible through a web-based tool or by entering short feature access codes on your phone.
- › **Unite multiple offices.** As a customizable, cloud solution, Managed Hosted Voice makes it easy to bring together any number of business locations—including individual remote workers or small branch offices. With a unified phone system, you can forward calls directly, improve collaboration, and reduce long distance costs with free on-net calling between locations.

CTOs and IT Managers

IT leaders increasingly recognize the benefits of strategically outsourcing specific IT responsibilities to expert providers. Common examples of cloud-based, managed services include CRMs, data storage, web hosting, email and many more. Managed services provide businesses with improved predictability and control over IT costs, while allowing internal IT personnel to stay focused on high-level strategic initiatives and day-to-day priorities.

Managed Hosted Voice offers the following advantages for CTOs and IT Managers:

- › **Improve phone service without increasing IT costs.** You don't need to get specialized training, hire VoIP experts, or expand your IT budget to give your business leading edge phone service with advanced IP-enabled features. Managed Hosted Voice is a completely turnkey solution including all the necessary hardware, configuration, monitoring, and QoS management. Your service is managed from the desktop through the network to the PSTN.
- › **Avoid obsolescence.** With PBX or IP PBX equipment, adding new features usually requires an expensive upgrade and scalability is often limited. With Managed Hosted Voice, your provider takes the lead on implementing the latest and greatest features as they become available. Upgrades to standard feature packages are usually made with no increased costs or migration requirements, and desirable new add-on features can be quickly added to your existing service.
- › **Improve operational resiliency.** Managed Hosted Voice offers a built-in business continuity advantage. Because phone system functionality is hosted on your provider's network, your business stays connected no matter what happens at your physical location. Callers will never get a busy signal. Select from multiple failover options in the case of a power outage, broadband failure, natural disaster, or other business disruption—including the option to redirect calls to mobile phones or an alternate location.
- › **Streamline moves, adds, and changes (MAC).** With a hosted phone system, you can access all your user features and administrative controls from any location through a web-based interface. You can make changes to call routing or user configurations at any time with a few clicks of the mouse. You can also scale your service quickly and easily, with none of the cabling or wiring hassles of traditional phone service. Once the necessary on-site infrastructure (broadband, phones, etc.) is in place, you can typically have a new location or user up and running in less than 24 hours.
- › **Guarantee quality and performance.** As a turnkey solution, Managed Hosted Voice includes SLA guarantees for performance and comprehensive inbound and outbound QoS management. That means that your provider optimizes their network for voice, monitors your service around the clock, and prioritizes voice calls to ensure quality. If there is congestion, latency, or any other issue as your calls travel over the network, bandwidth is dynamically prioritized to prevent poor call quality or dropped calls.

Sales Professionals



Every sales professional knows that relationships are everything. You have to be responsive to customers and prospects no matter what. Mobility is also essential because most sales professionals spend a lot of their time out at meetings and sales calls.

Managed Hosted Voice offers the following advantages for sales professionals:

- › **One number—wherever you go.** You can integrate your Managed Hosted Voice service with any number of phones, such as mobile business phones or home offices. This allows you to receive incoming calls to a single phone number at all of your linked phones. You can make outbound calls from any linked phone and have the same primary business number appear on Caller ID, and you can access a single voicemail box directly from any linked device. You can also transfer active calls seamlessly from one linked device to another. That means that if you're in the middle of an important call at your desk, but you need to leave for a meeting, you can simply transfer it to your mobile device and keep talking on the way.
- › **Control your availability.** Enjoy unprecedented flexibility to receive the calls you want, when you want, and where you want. You can have all your calls ring sequentially or simultaneously at multiple phones—such as your mobile, business, and home office lines. Or you can automatically redirect only specific calls based on time, day, or caller ID. For example, if you're waiting for a call from a hot prospect, you can set calls from that number alone to ring all your numbers, while other calls go to voicemail or get redirected to a colleague.
- › **Make any phone your business phone.** When you're away from the office, you can utilize a hotel phone, home office phone, or any other direct dial phone as your temporary business phone. Receive incoming calls to your primary business line at this temporary phone, and use a client application to display your business Caller ID on outgoing calls and bill charges to your Hosted Voice service.
- › **Connect to contacts faster.** With Microsoft Outlook integration, you can save time by dialing your contacts with a single click. You can also accept, redirect, or ignore calls directly from within your familiar Microsoft Outlook interface and view detailed call logs.
- › **Track communications more efficiently.** Keeping track of your ongoing conversations is a critical part of effective sales, whether you use a CRM or maintain your own records. Managed Hosted Voice offers the option to receive your voicemail messages in your email inbox, either as audio file attachments or text transcriptions. This provides an instant record that you can save or share, eliminating confusion and helping you respond faster.

Virtual Workers



More and more professionals are now working outside of a traditional single office environment. In fact, entire businesses can now be run virtually, using technology to coordinate geographically distributed employees. Many businesses report that relying on virtual workers, or simply allowing employees to work from home part-time, reduces costs, improves productivity, and enhances employee recruitment and retention. Employees appreciate the flexibility, improved work-life balance, and ability to focus on their work without interruptions. Hosted phone service is the easiest and most flexible way to support a virtual workforce.

Managed Hosted Voice offers the following advantages for virtual workers and the companies that coordinate them:

- › **Seamless integration of home offices.** Virtual workers can use any landline or mobile phone as their business phone. Or, you can provide each employee with an IP phone that they can use at home, just as if they were in a traditional office environment. Either way, virtual workers have the ability to transfer calls to other employees, be a part of a hunt group, join an audio conference, or access any of the other features you provide through your Managed Hosted Voice service. All calls are on-net, which means that you don't have to pay expensive long distance charges to stay in touch, conference, or instant message on a regular basis.
- › **Mobility features.** Virtual workers can integrate Managed Hosted Voice service with their mobile phones or additional remote phones, so that one business number can ring to all their devices. They can work from anywhere, anytime. Customers and fellow employees recognize and reach them on a single business number, so they never have to give out their home or cell phone number. They can also set calls to ring sequentially at multiple phones, or automatically redirect specific calls based on time, day, or caller ID.
- › **Contact or call center coordination.** As part of a Managed Hosted Voice solution, your provider may offer a virtualized call center management tool, such as Automatic Call Distribution (ACD) service. This type of service allows business agents in any location to receive incoming calls from a central location. It is a flexible and cost-effective solution for technical assistance lines, customer support numbers, order-taking centers, or any type of call center. ACD presents calls to agents according to customizable call distribution policies and includes call-handling features such as queuing and music on hold. It may also provide management features, such as agent states, supervising, and reporting, and much more.
- › **One inclusive bill.** With Managed Hosted Voice, there's no need to reimburse virtual workers for disparate phone services or individual long-distance calls. Everything is tracked, itemized, and billed as part of one unified phone system.

Receptionists



Receptionists are the front line of any businesses. They provide administrative support for the office, including managing the schedule for field sales and operations staff.

- › **Manage calls effectively.** With Managed Hosted Voice, receptionists can enjoy an appropriate IP phone and specialized features, such as busy lamp field/fast transfer and line sharing, to help them screen and route high volumes of calls quickly and easily. They can view presence and status updates of all employees, including mobile workers, send Instant Messages to mobile phones when a line is busy, and hold, transfer, or barge in to mobile calls when needed.
- › **Simplify administrative responsibilities.** With a web-based administrative portal, Managed Hosted Voice service makes it easy to update call configurations, user access permissions, and calling features from any location. In smaller companies, the receptionist may be responsible for managing the hosted system and can make moves, adds, and change requests online. These changes typically take effect within 24 hours.

About Broadvox

Broadvox is a leading nationwide provider of Business Communications. Since 2001, our VoIP expertise has earned the trust of over 300 VoIP and telecommunications carriers, 4,000 partners, and thousands of SMB and Enterprise businesses. Broadvox offers the only Hosted Voice solution that is fully managed from the handset through our nationwide, voice-optimized network, as well as an A La Carte voice option for partners. We also lead the industry in SIP trunking with over 50 certified IP PBX manufacturers and a 5-day installation guarantee. Learn more at www.Broadvox.com.