

A Day in the Life of a Cloud Business Phone Service

How Cloud Business Phone Services are Making Companies More Productive



Hit the Ground Running...



An early morning business call with Australia may not be everyone's idea of a perfect start to the week – especially when it begins at the breakfast table and then clashes with the morning commute.



But for **JOANNA**, MD OF A MID-SIZED EXECUTIVE RECRUITMENT FIRM based in the UK, this was par for the course.

The **CLIENT WAS PARTICULARLY IMPRESSED** when Joanna's office phone number came up on the screen, implying that she was already at work. In fact, **HER COMPANY'S CLOUD-BASED TELEPHONE SYSTEM ALWAYS SHOWED THIS NUMBER, REGARDLESS OF WHERE SHE WAS CALLING FROM.**

And when Joanna had to set-off mid-call for the railway station, **THE CALL AUTOMATICALLY SWITCHED FROM HER HOME WI-FI TO MOBILE DATA, AND THEN BACK TO WI-FI ONCE SHE'D BOARDED THE TRAIN** – all without any interruption to the crystal-clear audio quality.



Finishing the call shortly before she entered her office, she found herself in the elevator with **CLARA THE FINANCE DIRECTOR**. Joanna commented on the likely high cost of a call from a mobile phone to Australia. Clara replied that, because the service went through the internet, **THEIR SERVICE PROVIDER GAVE AN UNLIMITED MINUTES INTERNATIONAL CALL PACKAGE** that dramatically reduced call charges.



A CONSISTENT PHONE EXPERIENCE THAT'S SIMPLE TO DELIVER

With cloud business phone services, calls, video, messaging and collaboration software – in fact, **THE ENTIRE COMMUNICATIONS INFRASTRUCTURE – ARE ALL MANAGED IN THE CLOUD AND ACCESSED VIA THE INTERNET**. All that's needed is internet access via broadband or mobile data, ensuring a consistent communication experience wherever you are, from any device.

On the Campaign Trail...



Next stop was a meeting with the **SALES AND MARKETING DIRECTOR KATERINA** to discuss an upcoming campaign. These initiatives traditionally present **A BIG LOGISTICAL HEADACHE**, with a need to take on temporary telemarketing call centre staff, find them somewhere to sit, provide equipment and set up access to customer relationship marketing (**CRM**) and other applications. **WITH A TRADITIONAL FIXED-LINE PHONE SYSTEM**, this typically takes **CONSIDERABLE TIME, EFFORT AND EXPENSE** and requires the services of a telecommunications engineer.

But not any longer. As Katerina discovered to her obvious delight, **'SCALING UP' IN A CLOUD TELEPHONE SYSTEM DOESN'T REQUIRE ADDITIONAL HARDWARE**. With a few clicks of a mouse, new users will be fully set up to work remotely from any location. **THEY CAN USE THEIR OWN MOBILES AND/OR LAPTOPS TO MAKE CALLS, FULLY INTEGRATED WITH RELEVANT CLOUD-BASED APPLICATIONS, TO COMMUNICATE USING WHATEVER MEDIA SUITS THE SITUATION: VOICE, VIDEO, TEXT, MESSAGING OR SOCIAL MEDIA**. All that's needed is internet access.

Which left the **JOANNA AND KATERINA** with the simple **CHOICE** of whether to locate **TEMPORARY STAFF** in the office **OR** let them **WORK REMOTELY** from home.

TECHNOLOGICAL MATURITY BRINGS REWARDS

In a recent global survey of telecommunications decision-makers by research group IDC, virtually 100 PERCENT OF THE COMPANIES classed as 'technologically mature' integrate cloud work applications for CRM, ERP, billing and invoicing into all their calls. In contrast, ONLY 18.1 % of those ranked 'technologically unaware' have such integration.⁽¹⁾

The conversation reminded **JOANNA** how **CLOUD BUSINESS PHONE SERVICES** had **ENHANCED THE PRODUCTIVITY** of sales people and other remote workers, able to link into all the company's communications systems from any location via mobiles, tablets or laptops. She left the meeting **CONFIDENT THAT THE NEW SALES PUSH WAS IN SAFE HANDS.**



WORKERS ARE BECOMING MORE DISTRIBUTED

According to a recent estimate, MORE THAN THREE-QUARTERS of today's workers today reside **OUTSIDE OF CORPORATE HEADQUARTERS**, while more and more are also collaborating with partners and customers. All the more reason to adopt a totally flexible communications service that makes remote working a breeze.⁽²⁾

The Conference Call...



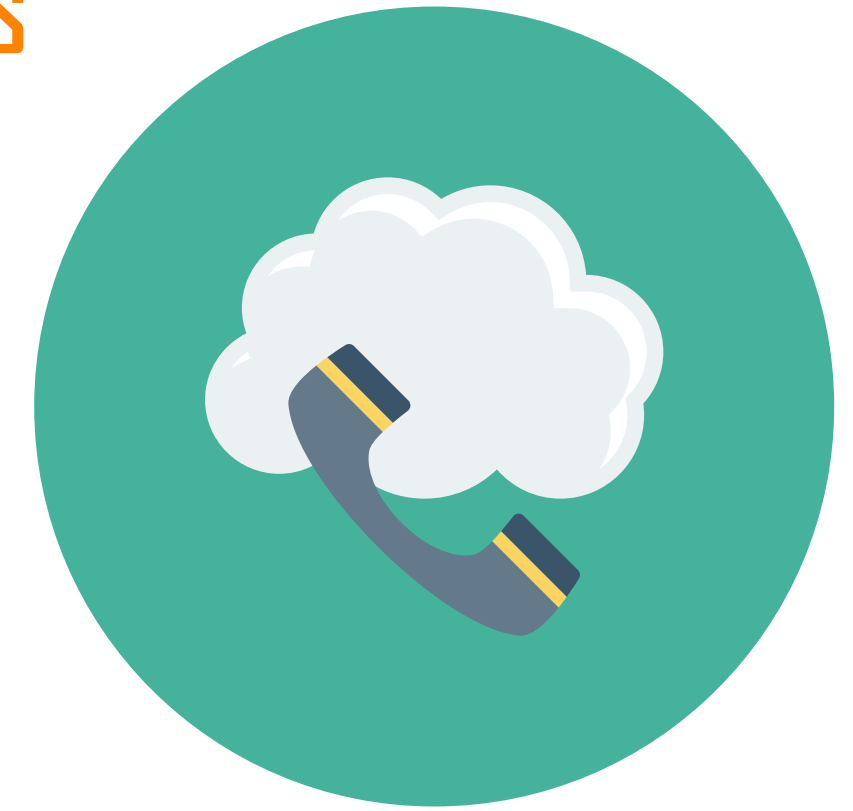
A swift cup of coffee and **JOANNA'S MOBILE PHONE REMINDED HER OF AN UPCOMING VIDEO CONFERENCE** call to discuss budgets. We've all been there haven't we? Scrambling around looking for the dial-in number and PIN. And just as you've got going, one or more of the participants gets a poor connection or worse still, drops off completely.

IT'S VERY DIFFERENT WITH CLOUD BUSINESS PHONE SERVICES. Rather than dialling in, the conference call contacts Joanna – in this case on her laptop – to bring her straight onto a video call, once more in high quality sound and vision.



As is often the case, **ONE MANAGER WAS DIALLING IN FROM AN AIRPORT LOUNGE AND DIDN'T HAVE THE MAIN DISCUSSION PAPER TO HAND.** No problem. **JOANNA WAS INSTANTLY ABLE TO SHARE DOCUMENTS AND SCREENS WITH COLLEAGUES AND EDIT THEM IN REAL TIME,** as well as attach files and send additional messages via a chat box.

Another of the participants did **BRIEFLY DROP OFF THE CALL, BUT SHE WAS AUTOMATICALLY DIALLED BACK** in without having to lift a finger. **JOANNA** had long dreamed of running **A BUSINESS WHERE REMOTE WORKING WAS THE NORM. THE CLOUD WAS NOW MAKING THAT DREAM A REALITY**, enabling workers from anywhere in the world to collaborate as if they were all in the same room.



A NEW DIMENSION TO CONFERENCING

CONFERENCING IN THE CLOUD is nothing like the old way – and is free no matter how many people are on the call. According to research group IDC, **80 PERCENT** of ‘technologically mature’ companies consider web conferencing to be important: just **36 PERCENT** of ‘technologically unaware’ businesses feel the same way.⁽³⁾

The Interrupted Lunch...



A quick glance at her watch and **JOANNA** realized it was time to refuel in the coffee shop across the street. As luck would have it, she'd hardly taken a bite of her sandwich when **HER MOBILE STARTED RINGING AND A KEY CLIENT'S ID FLASHED UP ON THE SCREEN.** Despite being away from her desk and her laptop, there was no panic.

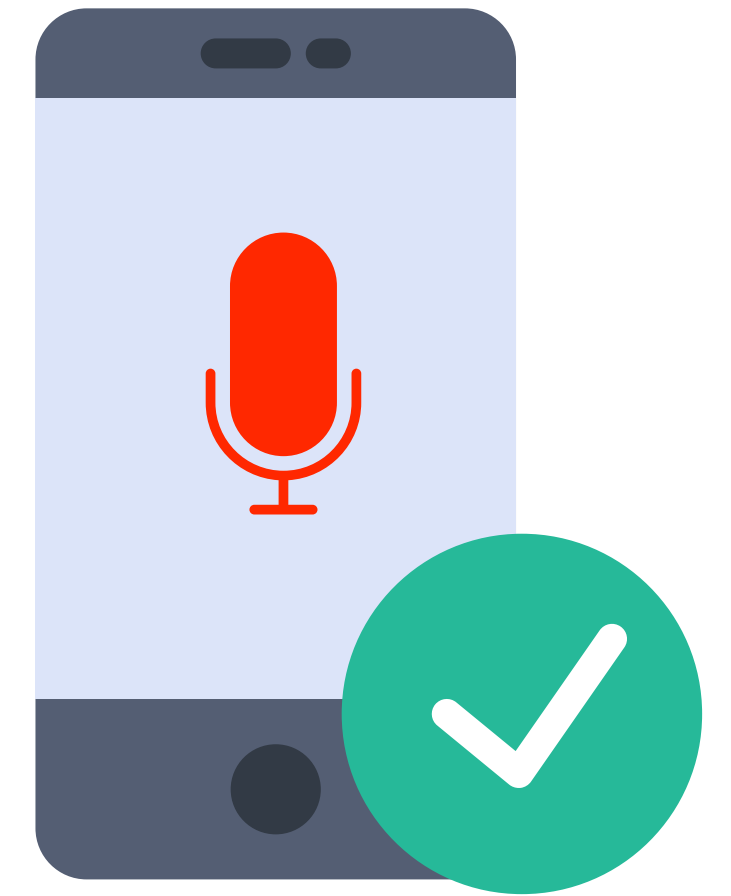
ALL THE CLIENT'S DETAILS IMMEDIATELY POPPED UP ON HER SCREEN, including records of previous calls and other relevant information. **THIS KIND OF INTERACTIVITY WAS PREVIOUSLY ONLY AVAILABLE ON AN OFFICE PHONE,** but now everyone could access CRM and other records from any location and any device.



THE CALL WAS A BREEZE, moving from hard business challenges to more personal issues like the school run and challenges of childcare – **THE ON-SCREEN RECORDS REMINDED JOANNA THAT HER CLIENT WAS A SINGLE PARENT JUGGLING A BIG JOB WITH TWO YOUNG CHILDREN.**

RELEVANT INFORMATION AT YOUR FINGERTIPS

Today's highly sophisticated software provides 'CONTEXTUAL' INFORMATION on customers, clients and wider business challenges, showing individual preferences, lifestyle, purchase history and so on. With A CLOUD BUSINESS PHONE SERVICE this software can be integrated into the call, so as soon as a customer is contacted – inbound or outbound – THE APPROPRIATE DETAILS FLASH UP INSTANTLY and can be updated during or after the call.



Amidst the buzz of the coffee shop, **JOANNA HADN'T BEEN ABLE TO TAKE ANY NOTES.** Fortunately **SHE HAD SWITCHED ON THE AUTOMATIC RECORDING FACILITY** at the start of the call and would now be able to re-visit the conversation later in the day, to ensure she captured all the important points.

Recruiting Millennials

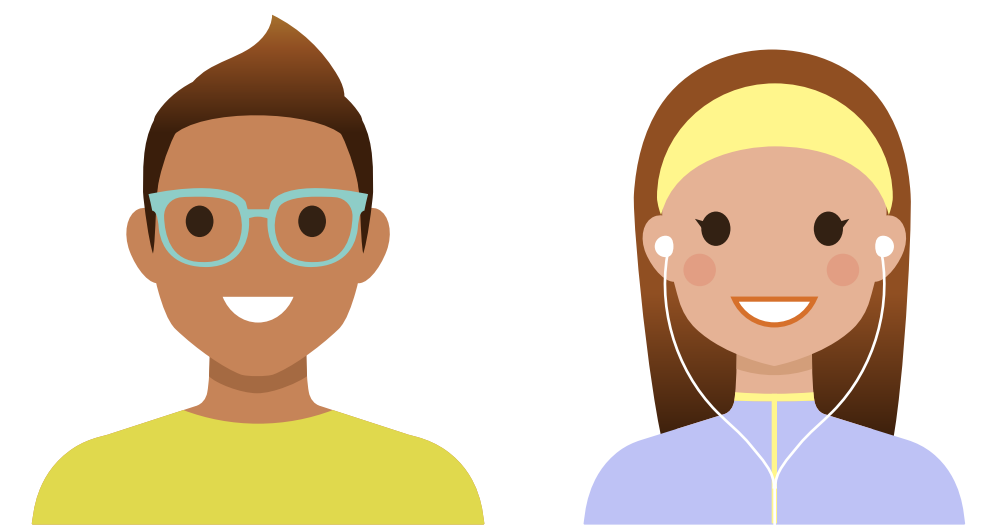


Sitting down with the **HR MANAGER AZIZ**, the discussion inevitably turned to **MILLENNIALS**, and more to the point, how to be the kind of place where the next generation wants to work and build a career. **MILLENNIALS ARE ACCUSTOMED TO A TECHNOLOGY DRIVEN LIFESTYLE** and are often disappointed to discover that their workplace phone system is something out of the stone age, with outmoded fixed-line phones, and difficulties accessing the network remotely.

Since the **COMPANY HAD INTRODUCED A CLOUD BUSINESS PHONE SERVICE**, however, **A NUMBER OF YOUNGER STAFF HAD COMMENTED FAVOURABLY** on its flexibility and sophistication, enabling them to use their own devices and access all the supporting software applications such as **CRM**.

TECHNOLOGY ATTRACTS TALENT

In a large, recent survey of **MILLENNIAL** workers, **93 PERCENT** said that up-to-date workplace technology is an important factor when choosing a job.⁽⁴⁾ Another piece of research supported these findings, with **42 PERCENT OF MILLENNIALS** saying they would leave a company that had "substandard technology."⁽⁵⁾



A Thumbs Up From Both the IT and Finance Managers...



For her **FINAL MEETING OF A HECTIC DAY**, Joanna sat down with the IT Manager Alec and the Finance Manager Clara, **TO REVIEW THE COMPANY'S TELECOMMUNICATIONS SYSTEMS**, both in terms of effectiveness and cost.

Having initially been **SCEPTICAL ABOUT THE RELIABILITY OF CLOUD BUSINESS PHONE SERVICES** – mainly on the grounds that the old system appeared to have served them well – **IT HADN'T TAKEN LONG TO RECOGNISE THE ADVANTAGES.**

All three agreed that, **IN ADDITION TO MAKING REMOTE WORKING FAR EASIER, THE CLOUD HAS ALSO MADE VIDEO, CHAT AND CONFERENCING AN EVERYDAY THING ACROSS THE COMPANY**, whereas before it was regarded as a complex, futuristic technology only available to the technologically minded.



The IT MANAGER WAS ALSO DELIGHTED that, operationally, **MANAGING THE NETWORK HAD BECOME FAR SIMPLER**, eliminating the need for hardware and infrastructure, with the cloud provider responsible for maintaining and upgrading the technology.

WITH NO UPFRONT INVESTMENT COSTS, NO FIXED COSTS AND GREATER FLEXIBILITY, it meant that a growing business like theirs was in a great position to scale up swiftly with minimum risk.



- ✓ No upfront investment
- ✓ No fixed costs
- ✓ No maintenance expense
- ✓ Greater flexibility

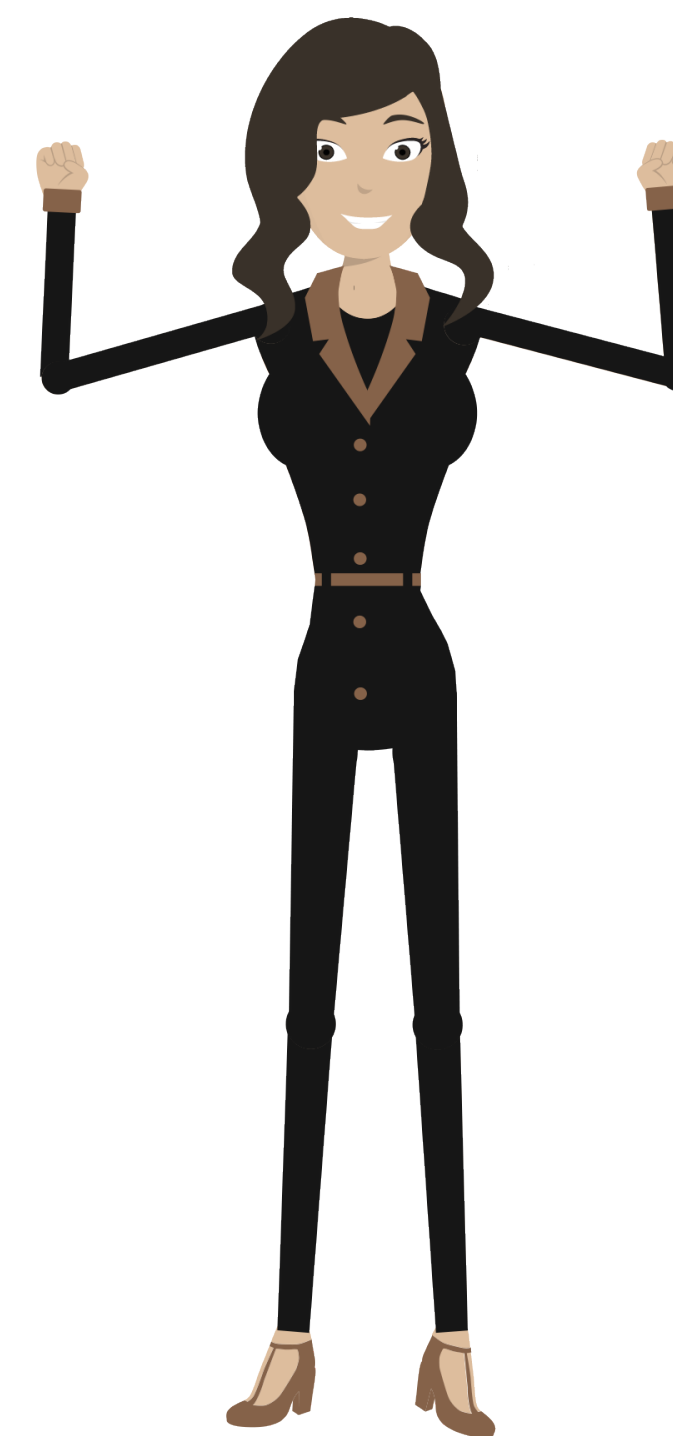
CLOUD BUSINESS PHONE SERVICES BRING FINANCIAL REWARDS

A recent **CLOUD COMPUTING SURVEY** found that the migration of a business application to a software as a service (SaaS)-based solution typically **BRINGS DOWN COSTS** by as much as **30 - 40 PERCENT OVER 5 YEARS.** ⁽⁶⁾

End of a Good Day



JOANNA left the meeting and **HEADED HOME, ASSURED THAT THE COMPANY'S COMMUNICATIONS MET THE HIGHEST STANDARDS** and were fully future-proofed, meeting the needs of the entire workforce, **FROM ANY LOCATION 24/7.**



8 Reasons Why Cloud Business Phone Services = A Good Day at Work

- 1 It's **QUICK AND SIMPLE TO INSTALL** – you just need an internet connection
- 2 **ADDITIONAL USERS** can be added in minutes
- 3 There are **NO CAPITAL OR MAINTENANCE COSTS** – you only pay for what you use
- 4 You can **INTEGRATE ALL YOUR CRM AND OTHER SOFTWARE INTO EACH CALL** – making every interaction more productive
- 5 You can **USE MESSAGING, CHAT, VIDEO** and **VOICE**
- 6 It's **GREAT FOR MOBILE USERS** who can access the service **FROM ANY LOCATION ON ANY DEVICE**
- 7 **CONFERENCE CALLING IS EASY**, with audio or video and screen sharing of documents
- 8 **IT COSTS UP TO A THIRD LESS THAN TRADITIONAL TELEPHONE SERVICES** yet offers higher quality

Cloud Business Phone Services are the Future – Don't Get Left Behind



CLOUD BUSINESS PHONE SERVICES ARE FORECAST TO GROW BY 12 PERCENT a year up to 2020 – compared to a **3 PERCENT GROWTH RATE** for **TRADITIONAL FIXED-LINE SERVICES**.

But don't just take our word for it. **ACCORDING TO** leading telecommunications analyst **SHEILA MCGEE-SMITH**: "More and more businesses are replacing dated office phone systems with cloud-based unified communications every day".⁽⁷⁾

TRADITIONAL PHONE SERVICE IS RAPIDLY APPROACHING END OF LIFE

BT HAS ALREADY ANNOUNCED PLANS TO SHUT ITS FIXED-LINE UK PHONE NETWORK and shift all customers to cloud telephony BY 2025.⁽⁸⁾



Vonage is the world's leading provider of business cloud communications, including **VOICE, CHAT, VIDEO** and **MESSAGING**, with over **700,000 BUSINESS USERS**.

Find out how Vonage can help your business at **[VONAGE.CO.UK](https://www.vonage.co.uk)**.

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