



BRING YOUR BUSINESS
INTO THE 21ST CENTURY
BY UPGRADING TO A

VOIP – UNIFIED COMMUNICATIONS
PHONE SYSTEM



The Swenson Group
People · Passion · Purpose

In an effort to transition into the 21st century and increase efficiency in the workplace, many organizations are focused on digitalizing processes and utilizing IoT to improve operations. Technology has greatly evolved over the past decade, and phone systems are no exception.

Despite email and the adoption of messaging apps in the workplace, the telephone still continues to be a powerful communication tool. The advancements and new features that today's phone systems offer allow for more seamless communication. Therefore, when helping your business make the digital transformation, you can't afford to overlook your phone system.

Common Issues with Older Phone Systems

If it's been more than 10 years since your office has updated its phone system, there's a good chance that your phones are circuit-card based rather than software-based like the latest models. The challenge with circuit-based phone systems is that they tend to develop a number of issues as they approach the end of their useful life. Outlined below are several common issues associated with older circuit-based phones:

- Buttons that either stick or don't respond when pressed
- Background static
- Volume issues
- Handsets that simply stop working

If you're experiencing any of these symptoms, it's worth your while to explore an upgrade to your phone system. After all, no one benefits from low quality communication.

We spend over two-thirds of our workday communicating with people.

WHY NOT DO IT RIGHT?

How much do we communicate?



The cost of ineffective communications



Don't Try to Bandage Your Problem

When phone systems begin to malfunction, it's tempting to try to bandage the problem to prolong the life of the phone system. It's not always easy to address the issue properly, and depending on the age of your phone system, it may not be feasible to get the dealer that originally sold you the equipment to troubleshoot and fix the problem.

Why Upgrading to a Digital Phone System is Worth the Investment

Instead of trying to fix the problem with a band-aid solution, it's a wiser decision to explore your options for upgrading to a digital phone system. Here are several reasons why upgrading to a digital phone system is worth the investment:

1. Cost Savings

Digital phone systems utilize Voice over Internet Protocol (VoIP) technology to allow businesses to make and receive calls over the Internet. The costs to operate a VoIP phone system are significantly lower than a traditional phone system. Also, with the transition to the cloud, IT assistance and IT support is traditionally handled by your VoIP provider, which means you won't need to hire in-house resources to keep your phone system in operation.



2. Additional Value

By moving to a digital phone system, your business will realize additional value for little to no extra cost. Because the system uses the Internet rather than a phone connection, you can essentially eliminate the costs associated with long-distance charges, and the expense of added features such as voicemail, call forwarding, conference calling, virtual meetings and more.

3. All-In-One Communication

Although your employees will be able to stay in contact with their customers and other teammates using a single phone number, VoIP makes it possible for your team to manage multiple forms of communication (such as picking up phone calls, forwarding voicemails, and sharing faxes via email) all from one phone system. Employees can even have their calls ring to their various devices simultaneously, preventing them from ever missing a call.

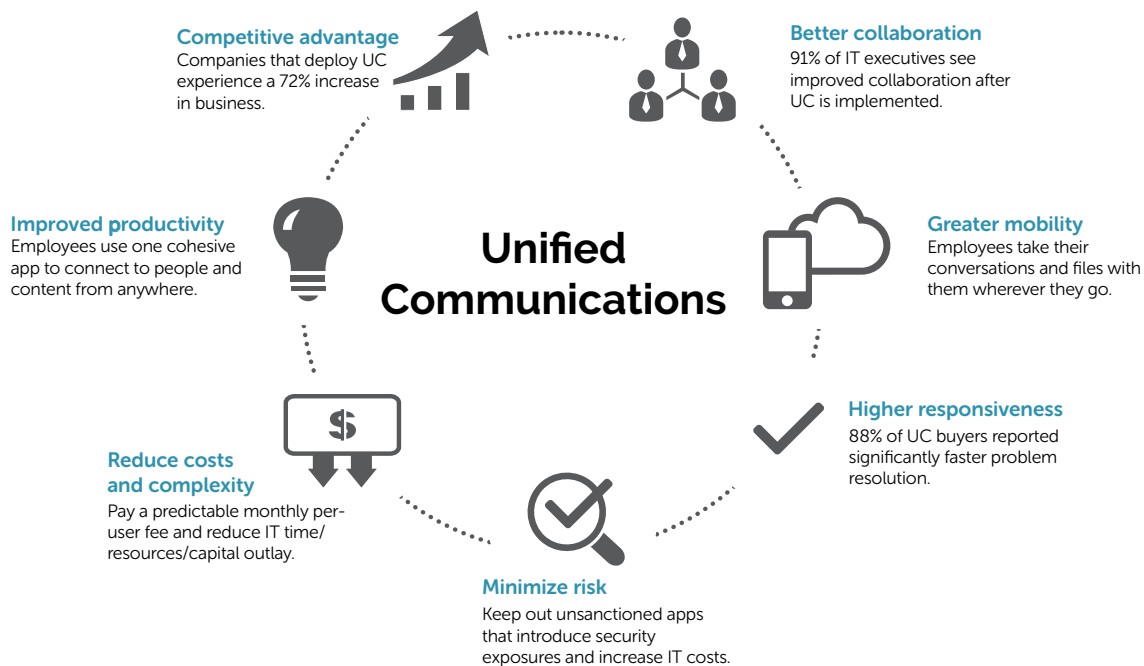


4. Mobility

Today's employees are on the go and don't have time to wait by the phone for a call. A major advantage to having a digital phone system is the ability for employees to take calls from any location, assuming that there is a broadband connection available. In addition to being able to make and receive calls, employees using a VoIP phone system can retrieve faxes via email while on-the-go. The level of mobility that digital phone systems offer contributes to a more productive workplace.

5. Business Continuity

Transitioning to a digital phone system will strengthen your disaster and recovery strategy as phone connections are moved offsite. This means communication can continue seamlessly in the event of a power outage. With a digital phone system, as long as you have an Internet connection, you will have a working line of communication.



If you're ready to begin exploring your options for Voice over Internet Protocol, the first step is to ensure that your bandwidth and Internet strength are able to support the service. With quality communication being the goal, it's recommended that you have one line in place for phone calls and a second line for the Internet.

We are here to answer all of your questions regarding Voice over Internet Protocol and how to start the process of smoothly transitioning to a digital phone system. Please contact us to learn more about the advantages of this technology and the best solution for your company's needs.

