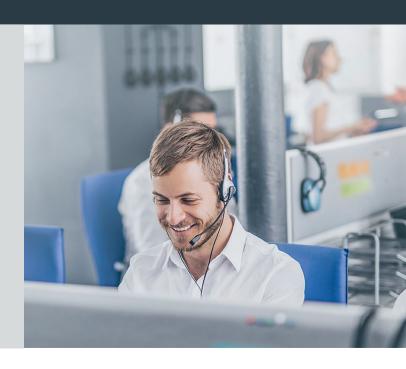# Krome

MODERNISING YOUR BUSINESS PHONE SYSTEM

TIME TO MODERNISE

Is it time to update your business phone system?

Phone systems have been installed in offices of all different sizes for more than 40 years. In today's modern world telephone call handling requirements have vastly matured, becoming an essential process for running a business.

The average business phone system lasts anywhere between six and eight years, after which the system is either out of maintenance or is lagging in features, often to the extent that it is hurting the performance of the business.

Businesses that need to upgrade their existing phone system will find a huge array of new solutions available compared to seven or eight years ago, but which is right for your business?

It's easy to simply go out and buy a like for like replacement for your phone system, but doing so would mean you are missing a golden opportunity to bring a range of powerful new capabilities into your business.

For starters, the new software based communications solutions do not require dedicated hardware in the server room or IT office anymore, because the entire system runs in the cloud.
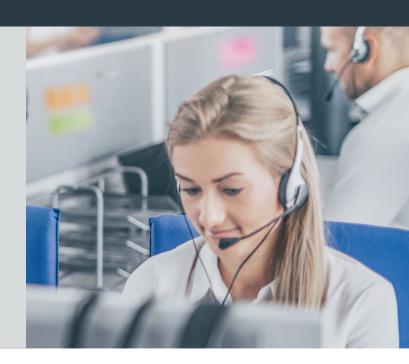
In many instances, "hard phones" such as your desk phone are no longer required. New phone solutions often include a "soft phone" or "client" that runs on many different devices, such as your PC, tablet or smartphone.

And modern phone solutions no longer offer just "voice". They have transformed to offer a range of Unified Communications (UC) capabilities such as instant messaging, presence, video calling, collaboration tools and mobility solutions, all designed to keep your business at maximum productivity.

Before you start looking at different phone system options, think carefully about what you need in your next phone system.

WHAT DO YOU NEED?

Ask yourself: What do I need from my next phone system?

Here are a few questions to consider:

MISSED CALLS
How many phone calls does your business miss because the call either goes to someone who is out of office, away from their desk or all of the lines are busy?

DISPARATE SYSTEMS
Do you have different systems in different offices with features that don't work the same, causing staff confusion? Or calls that cannot easily be transferred between sites?

ENTERPRISE USAGE
Do your remote workers struggle with calling people in the business simply because they are remote?

Do staff struggle with the endless set of buttons on the handset and end up dropping customer calls?

Do your mobile workers feel detached from the business when they are out of the office?

Do your staff often use their own mobiles so you are never sure if they are working or not whilst in the office?

Does the phone system deliver the professional image that you want to portray for your business?

FLUCTUATING EXPENSES
Are you worried about unexpected bills with tiered minutes pricing or high International calling costs?

When you bought your last phone system, do you think you got a good deal, or did you find out a lot of hidden costs after you bought the basic system? Do you want to avoid hidden costs with maintenance of the system this time around?

INFRASTRUCTURE MAINTENANCE
Is your phone system a vital organ in your business, and if it goes down, so do you?
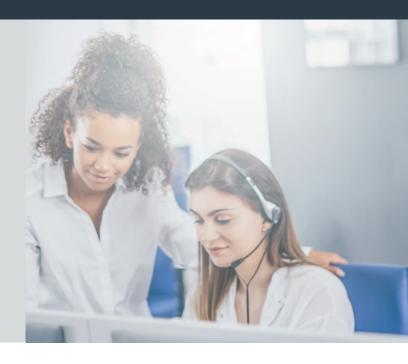
Have you suffered a network or equipment failure that has stopped inbound and outbound calls?

Do you worry about having to find elements of the phone system yourself if something goes wrong?

If you've identified with some or all of these questions, you are not alone. They are some of the most common issues we see today when it comes to replacing a phone system. We can work with you to prioritise these questions into the ones that are most important for your business.

BENEFITS OF CLOUD-BASED

How will a modern cloud-based phone system benefit my business?

Cloud-based phone systems are typically regarded as the most efficient and cost effective solution for business calling, especially for organisations that have remote employees or offices dispersed over a large number of sites.

It is easy to get lost in the jargon of technology with people espousing acronyms about features that may or may not make sense to you. So let's try to narrow down your new phone system into the key important areas:

Cost Benefits

We'll start with what is one of your primary concerns – costs. Will this phone system save me money?

Most cloud phone services come with a fixed minutes and user plan. You pay a certain amount for the user and the minutes come with it. That's it – end of costs concerns. And many cloud systems also have very powerful fraud management capabilities that will catch a problem before you are even aware.

Flexibility

This is linked to costs. Chances are when you bought your last phone system you ended up over specifying it because you had to buy it in specific configurations.

In the cloud, you just buy what you need – no more, no less. If you need more capability in the future, you just add it. You only pay for what you use today and add more users as your business grows.

Disasters

We never like to think they happen, but they do. Suppose the electricity board manages to put their digger through your phone lines - what do you do? What happens if there is a fire or a flood?

With a cloud-based phone system, you can work from anywhere. Everyone can decamp down to the nearest coffee shop, or head home, and continue working just as normal. Your ability to answer/transfer calls will remain the same, and your customers will never know the difference.

BENEFITS OF CLOUD-BASED

Consistency

You may have added offices over a number of years and inherited different phone systems that work in different ways. With the cloud, all the systems work the same everywhere. So your offices, mobile workers and remote workers will all have access to the same range of features.

Usability

Cloud systems integrate with your IT systems so you can simply click to call out of a web page or directory listing. Everything is totally intuitive. These systems are also integrated with major cloud-based CRM and customer support applications enabling your business to become more efficient.

Professionalism

Cloud-based phone systems have a large array of features that until recently, were only available on very expensive systems used by large organisations. Now you can deliver a highly professional image by having auto attendants, hunt groups and a range of other call routing features, so that you always look totally professional to your customers.

Productivity

With cloud-based phone systems, you can implement a range of productivity features that allow your current staff to communicate and collaborate much more effectively than before, thereby improving the overall productivity of your business. Features such as room-based collaboration, conference calling and instant messaging.

Mobility

Chances are your workforce is already mobile, or you have a requirement for it to be more mobile. You need to be where your customer is, and you need to provide greater flexibility for your remote workers, therefore being mobile is vital. But being mobile should not mean being disconnected from the business. Yes, people have mobile phones, but do they know if a person is really in the office or not? Can they get that vital message through at 5:55 p.m. to win a major new contract? With cloud-based phone systems, the mobile worker is always connected to the central nervous system of your business. They are not remote - they are just mobile.

Maintenance

The days of having to call out the telecoms engineer are well and truly over. Phones are easy to move around, with no specialist skills involved.

System management is all done via the web, systems are very intuitive and easy to use, with useful tutorial videos to help you navigate through the more complicated tasks.

Worry Free

Cloud-based phone systems are designed to make your life easier, they will keep running 24/7, supporting your business functions in the way you need them to, so you do not have to worry about spiralling call costs or waiting for the telecoms specialist to come and fix something if it goes wrong.

KEY THINGS TO CONSIDER

We have arranged the key features you should consider to help make the selection process easier.

COST	Check what is included and not included in the minutes bundle. Are there any exit clauses in the service contract? Do you have to rent the phones for longer than the service contract?
FLEXIBILITY	Can you add or remove users during the service contract? Do you have to pay for devices or for users?
DISASTERS	Can the system divert calls to tablets or mobile phones when the access network is down? Are there restrictions in the features when people are remote?
CONSISTENCY	Are all the features available to remote workers or do some get removed? Is the quality the same? Some mobile systems only use a technology called VoIP when remote, which can hurt voice quality if the network is congested.
USABILITY	Are the features the same on the phone, PC and mobile devices or are they different? Do you still have to rely on a telephone?
PROFESSIONALISM	Does the system support features such as auto attendant, music on hold, automatic call distribution, call queuing, so you never miss a call.
PRODUCTIVITY	Does the system have features like conferencing, room based collaboration and instant messaging and presence?
MOBILITY	Does the system support iOS and Android devices? Can it support all the productivity features above when mobile?
MAINTENANCE	Does the system have web-based user self administration and allow you to control features from a single web page? Does the service support diagnostics so the service provider can quickly identify any issues?

WHY KROME?

Talk to Krome about how a cloud-based phone-system could reduce costs, and boost value for you.

If you've outgrown your current business phone system, take the time to go through the questions we've outlined above, and consider your top needs and requirements. Working with our telephony specialists, Krome can help you to define these requirements and design a modernised cloud-based phone system that meets your specific business demands.

Krome partners with one of the largest telephony network operators in the UK, with a reputation built on technical expertise and voice service delivery, together we have an in-depth experience of SIP implementations, working with organisations of all sizes.

Our voice services can be fully integrated into MS Teams with full PSTN breakout. We have triplicate entry points into Microsoft Azure providing high levels of resilience and availability. We have the interconnects so you don't have to.

Krome Technologies work with small, medium and enterprise companies; assessing business objectives and implementing technology and communications solutions that will help achieve them; by designing and implementing innovative solutions and providing the highest quality technology based services Krome Technologies will help meet our client's technology and overall business goals.

Krome Technologies overall objective is to deliver clients with the highest level of service and technical ability across each area of our business.

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