



# The Buyer's Guide to Choosing the Best VoIP Service for Business







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# Introduction

According to [Forbes](#), technology is changing the business world at a fast pace. These days, companies have to keep up with the times and the technology or they could easily get left behind. One innovation which companies have flocked to over the past few years is [VoIP](#).

In fact, Juniper Research says that businesses are switching to a VoIP-based phone system at an exponential rate, with the expectation of one billion VoIP users by 2017.

Perhaps you're not terribly happy with your current VoIP provider, or maybe your company is still using traditional landlines through the phone company. Either way, the more you know about VoIP, the better decisions you can make for your company.

Let's take a look at a regular business owner, Phil, who may be someone like you. Phil has run an accounting business for the last 15 years, and he's getting frustrated with his longtime business phone service.

Phil has spoken with some friends in the financial industry who use VoIP and, while they seem to like it, some have had some issues in the past with providers, or even just not understanding the extent of what VoIP can do for them. As such, Phil decided to do his homework and learn all he could about exactly what VoIP can do for his business, and the best way to go about it.







# Understanding the Benefits of VoIP for Business

Phil began his research by learning exactly what VoIP for business means. A quick Internet search taught him VoIP stands for Voice over Internet Protocol and essentially runs through the existing Internet signal he already pays for. Phil made a quick call to his Internet provider to find out if his speed was [fast enough to support VoIP calls](#) for himself and his team, and his provider assured him it was. That was all Phil needed to hear. His next step: finding out exactly how VoIP can help his business. After a short amount of research, Phil learned the following about VoIP:



**It's Flexible** – Since VoIP calls come through as digital signals, they can be programmed just like any computer data. With a hosted VoIP plan, Phil can have a VoIP-based desk phone placed on every desk in his office, as well as at the homes of his remote workers, all on the same system.

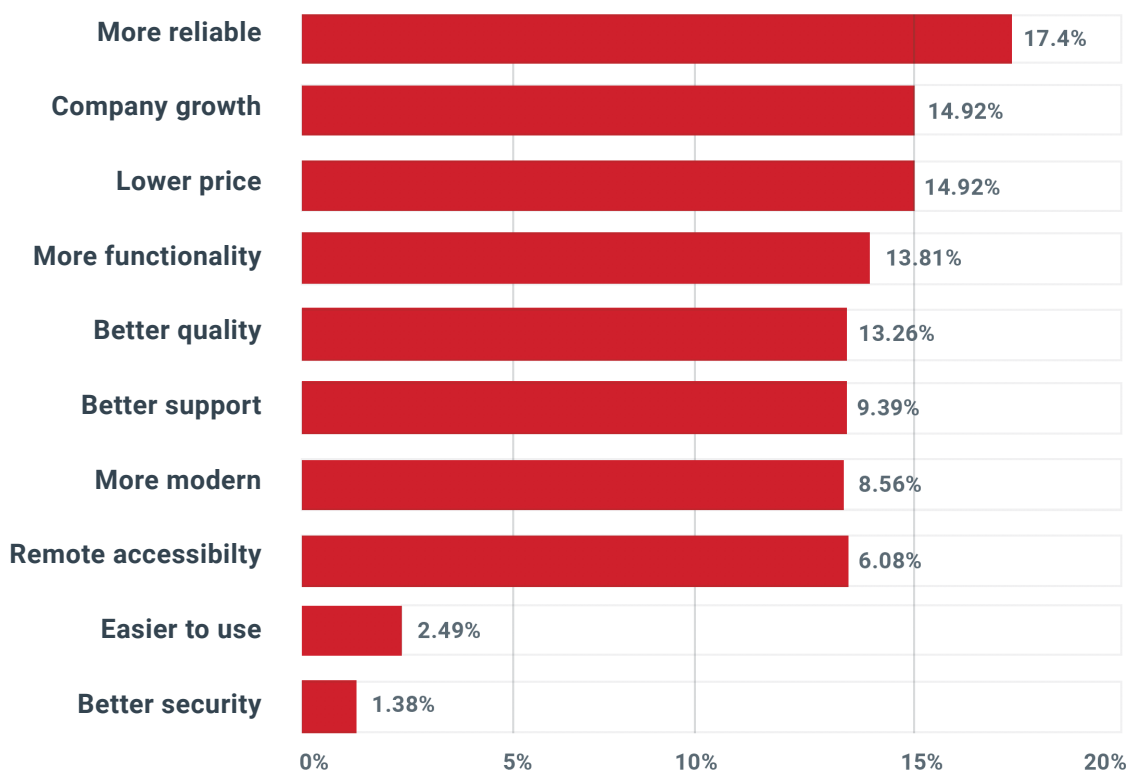
**It's Mobile** – Phil can also make and take calls through his office computer, his laptop, his tablet, or even his smartphone. He can even plug a headset into the USB port of any connected computer, and it will automatically connect him to his business line to make and receive important calls.



**It's Integrated** – Phil was surprised to learn that with VoIP, he could have all his business voicemail messages, emails, SMS messages, and even faxes in a solitary application. He could be speaking with a client while simultaneously accessing their information and documentation.

**It's Cost-Efficient** – When Phil compared the monthly fees associated with VoIP lines vs. what the company had been paying, he was amazed: Phil saw he could typically save around 50% to 90% on his monthly bill.

### REASONS FOR SMBS SWITCHING TO VOIP FOR BUSINESS



Source: Mikogo

The benefits alone were enough to make Phil excited about the possibilities VoIP might hold for his business. But still, he needed to know about the specific functions of VoIP and worried the company might have to give up basic phone features they had grown to rely on for their daily business activities. Soon, Phil was checking out the available features of VoIP for business service.



## The Best VoIP Features: What to Look For

Call Waiting, Call Forwarding, Caller ID, hold functions – those were all features Phil and his team already used on a regular basis. His team loved them, and so Phil wanted to make certain they wouldn't have to give them up.

What Phil learned from his research is that, not only would those very same features be included, when his VoIP system was installed by a quality VoIP provider such as the PCnet, he and his team would instantly have access to many, many more of the best VoIP features available.



**Many of the features of VoIP saved employees 43 minutes per day due to more efficient message management, while 43 mobile workers saved 55 minutes per day.**

He learned many features of VoIP saved employees 43 minutes per day due to more efficient message management, while mobile workers saved 55 minutes per day. Phil was excited about being able to offer features that would likely help his team to be more productive.

An article from [TechRepublic](#) showed him he could potentially have VoIP features such as:

**Door Phone Entry Buzzer Integration** – Phil's receptionist could receive calls from visitors standing at the front door asking for entry. If she chose to let them in, a simple press of the button could unlock the door and let them in.

**Find Me/Follow Me Call Routing** – Incoming calls can be programmed to call certain phones with a predetermined number of rings before redirecting to another phone. After all attempts are exhausted, callers would be pushed to voicemail.





**Transcription** – When Phil receives a voicemail message, he doesn't have to excuse himself from a meeting to check the message. He can simply pull up an automatic transcription sent via SMS or email. In addition, he can now perform a word search through his voicemail to quickly find specific messages.

**On-Demand Music On-Hold** – For years, Phil's callers were subjected to ancient on-hold melodies such as The Girl From Ipanema or select tunes from Herb Alpert and the Tijuana Brass. No longer. VoIP allows Phil and his staff to select any type of music for their callers to listen to while they wait.

**Data Usage and Call Reports** – Reports on both your company's VoIP bandwidth usage, along with who called whom and when can be quickly pulled up and reviewed as needed. So, if Phil wants to determine if the company needs faster speeds to keep up with the growing phone usage, he can see a detailed report in real-time. Or, if a customer claims they called at a certain time, Phil can verify the claim instantly.

**Call Screening** – Let's call it "Caller ID 2.0". Not only will the screening show Phil who's calling, but he can also press a button or two, and tell the phone system how to handle the call. If he's about to leave for the day and receives a call, he can switch the call to his mobile phone and talk as he heads home. He can even choose to hang up on unwanted callers without ever touching the receiver.



**Call Recording and Coaching** – With this feature, Phil can listen in on his team's business calls, and record the call for a later performance review. He can even speak to the employee on the line without the other caller ever hearing him. A great training tool.

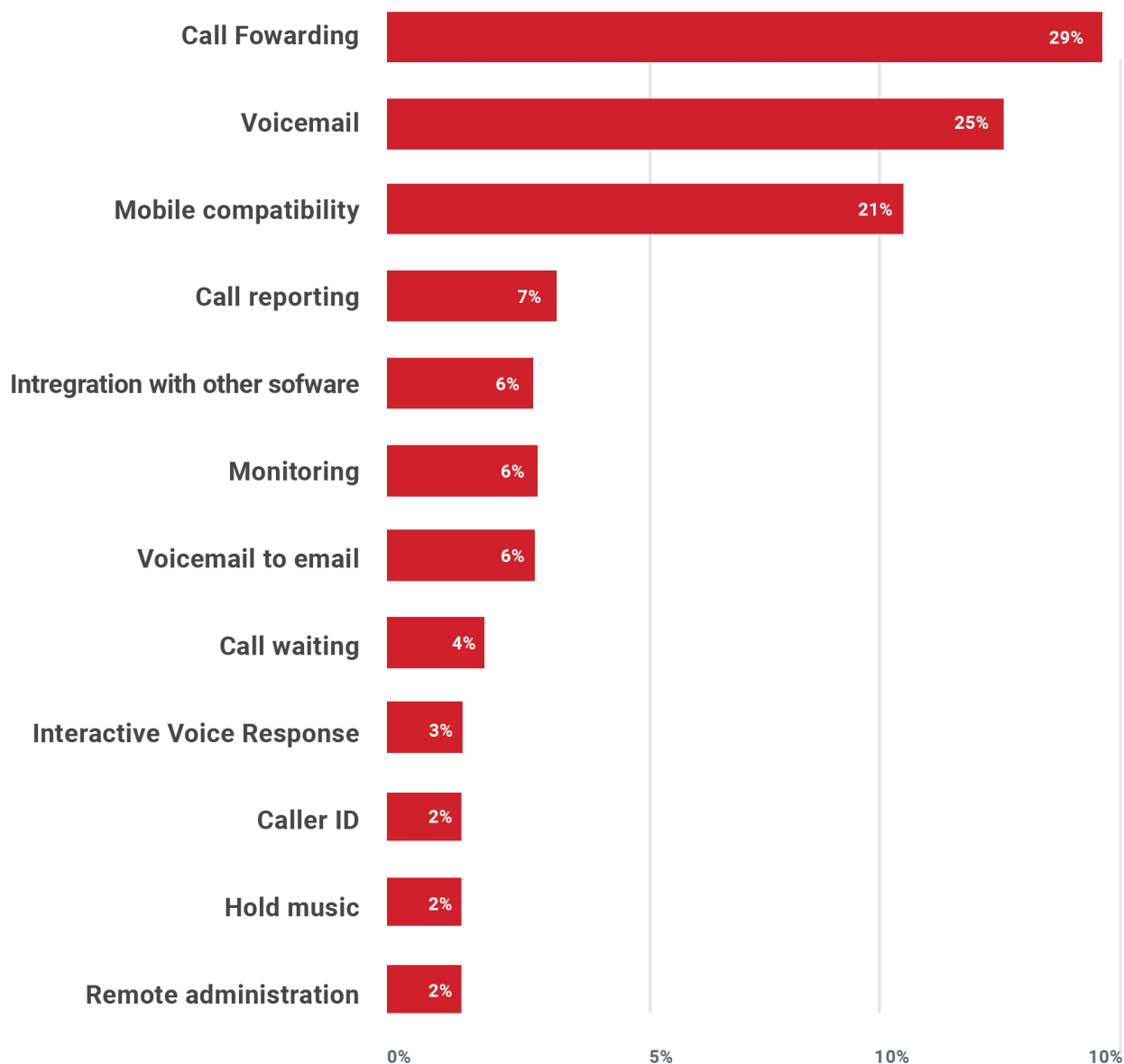
**Auto Attendant** – Most VoIP systems come complete with an auto-attendant, which directs callers to the correct department or individual without any need for human interaction.



**Availability** – Every day, Phil comes into work to a large number of voicemail messages left during his lunch break or after hours. While enhanced communication is great, Phil worries he'll never be able to "leave work" with redirected business calls always interrupting whatever he's doing. Availability allows Phil to schedule or manually choose when calls can or cannot come through, and how to handle them if refused.



## TOP-REQUESTED PHONE SYSTEM FUNCTIONALITY



Percent of sample  
Source: Software Advice



## Communication & Collaboration

As if the benefits and features weren't enough to convince him, Phil decided to venture more deeply into VoIP and discover additional benefits he could share with his team when making the VoIP change announcement. In doing so, Phil learned about collaboration tools offered by PCnet which he felt would take his team's productivity and collaboration to another level. And he's right; according to a recent survey by [Frost & Sullivan](#), companies investing in collaboration technologies increased their overall productivity by as **much as 400%**.



Phil learned that, while diverse and powerful, PCnet's collaboration tools were engineered to be very user-friendly and quick to utilize. With just a few button touches, his team members could quickly set-up audio conferences between select members – or even schedule one hour, days, even weeks in advance.

These conferences can be used in combination with online sharing sessions – allowing team members all to be looking at the same file while discussing thoughts, issues, or concerns – fostering a truly collaborative environment, even if the attendees are not in the same building. In addition to integrating with real-time voice conferencing, instant messaging, and online sharing, PCnet's [VoIP system](#) also allows integration





with common workplace applications such as [Microsoft Office](#), as well as sales and marketing applications like [Salesforce](#), [NetSuite](#), and [ZenDesk](#).

Once VoIP was in place, Phil also discovered, his office could then integrate voice data with streaming services to take advantage of unified communications. At that point, all of the office's communications mediums – from live chat to video conferencing to email automation – could all be unified and accessed from a single platform.

When Phil realized how impactful the migration to VoIP could be to his company as a whole, he was convinced he had to have it. Now, the only matter left was to select the [right company](#) to handle the migration.



# Selecting the Best VoIP Provider for Your Needs

After all his research, and realizing [VoIP subscribership](#) has continued to grow by approximately 14% year over year since 2009, Phil was convinced he needed VoIP but wanted to ensure he got the right system for his business.



He also realized he needed a dependable vendor who was an expert on the system and could help him and his team with any issues which sprung up. Weighing all his options, Phil decided a VoIP system from PCnet would best serve his company. He then simply needed to locate the best VoIP provider in the area. That's when he discovered the PCnet.

Phil learned PCnet has years of combined experience in setting up, installing, and managing VoIP systems – making them an obvious choice to get his business moving in the right direction with their communications. Today, Phil's business is enjoying the enormous benefits of their new VoIP system, and have seen productivity increase as a direct result of better communication and collaboration amongst his team members.

[PCnet](#) is proud to have provided and host Phil's VoIP solutions, as well as his network monitoring, cloud services, unified communications, and business continuity solutions. We would love to discuss how we can do the same for you.









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