

# IS YOUR PHONE SYSTEM HOLDING YOU BACK?

Your phone system is a crucial part of your business infrastructure. Discover why your outdated PBX is seriously limiting your potential - and how better communications can set your business free.





## Modern communications are the bedrock of modern businesses

Good communication is the key to good business. Modern integrated communications can help businesses delight customers, retain talent and grow without major capital investment.

The flipside is that outdated communications can hold your business back. In this ebook you'll discover:

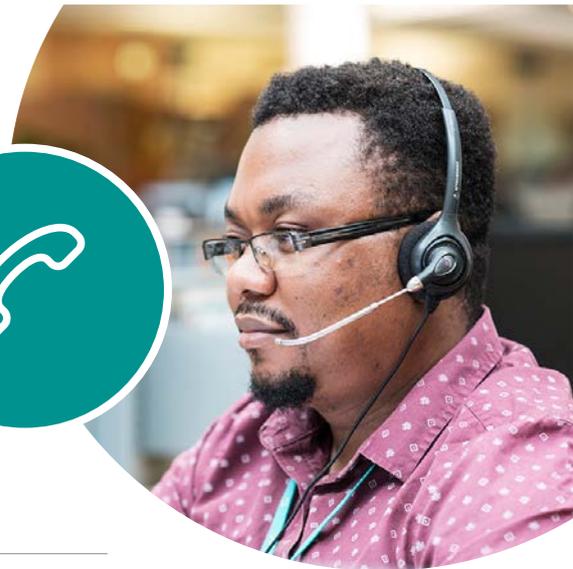
- ✓ Why traditional PBX phone systems are no longer fit for modern business.
- ✓ The hidden costs you pay for an outdated system.
- ✓ The benefits of cloud communications and how an integrated system can help your business grow.

Is it time you updated your phone system?  
Read this guide to learn more ...



# PBX is no longer fit for purpose

Traditional phone systems based on a Private Branch Exchange (PBX) model are designed to allow office-based employees to make and take calls – And nothing more.



But when businesses are increasingly mobile and virtual – and communications increasingly integrated – that isn't enough.

## The digital divide

PBX performs in isolation from most of your other IT systems, despite the fact that nearly all of them are primarily about communication. This separation of systems is damaging and unnecessary. Today telecoms and IT have merged into one powerful communications tool, sharing data and offering new and better ways to interact.

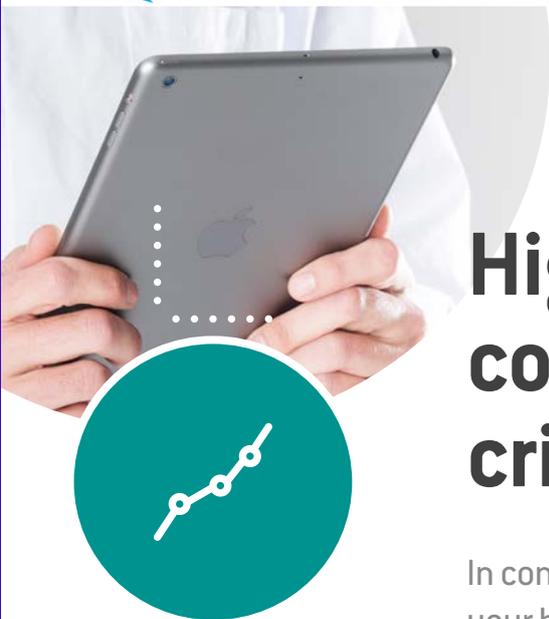
## An outdated system

With an outdated PBX system, you buy the kit upfront and pay to have it installed, incurring significant facility costs and maintenance charges. Somebody needs to look after your phone system, tying up a resource that would be better used elsewhere.

If you want new features you pay to upgrade the entire system, and obsolete equipment is written off. If your system goes down, so does your business.



The result: your PBX system is inflexible, isolated from other business systems and costly to maintain.



# High performance communications are now critical to business success

In contrast to your old PBX, modern communications help your business by ...

## Supporting mobile

Your employees are increasingly on-the-go or working remotely. They need a communications system that allows them to stay in touch and be productive wherever they are.



## Meeting expectations

Customers have rising expectations for service and support. Your communications need to meet (or exceed) these expectations.



## Responding rapidly

Modern communications can help you respond rapidly to changing market conditions or new competitor threats.



## Encouraging cooperation and collaboration

Businesses no longer operate in isolation. Advanced communications make it easy to collaborate with suppliers, partners and customers, whenever and however they want.





# The surprising costs of your outdated PBX

The direct costs of your on-premise PBX include facility costs, maintenance charges, upgrade costs and costs associated with writing-off obsolete equipment.

If anything, **indirect costs** are more damaging to your business:

-  Poor service can lead to unhappy customers, who may go elsewhere.
-  Employees want to work flexibly. If they can't, you may face a loss of talent.
-  Out of date equipment prevents your staff from exploiting the latest technology, stifling productivity.
-  Missed opportunities caused by fixed and inflexible communications can mean missed revenue.
-  Ageing systems go wrong more often and are not resilient, leading to increased downtime.
-  IT staff are tied up in routine administration, wasting expertise.

## Lost customers

Customers want to phone your company and have their calls answered promptly. Providing alternatives like email or live chat isn't a replacement for efficient call handling.



75% of consumers think calling is most effective for getting a quick response – but over half are annoyed if they don't speak to a real person straight away.



### Customers expect more

Losing customers is hugely damaging because acquiring new ones is so expensive. But loyalty can no longer be taken for granted. Customers increasingly expect a rapid response to phone calls and a connection to the right person – with access to the right information - straight away.

If your PBX system doesn't help you meet your customers' expectations, it is damaging your business.



Don't take customer loyalty for granted. 89% of business leaders believe that customer experience will be their primary basis for competition.



## Loss of talent

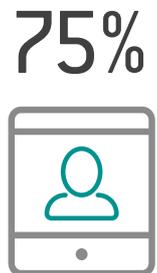
Attracting talent and holding on to it is critical to the success of your business. Your employees want to work in a supportive, flexible environment with the right tools at their disposal. Your communications system can help or hinder the retention of your most skilled and experienced staff.



Your communications system has to meet the needs of your workers, allowing them to work the way they want.

75%   
of employees rank workplace flexibility as their most important benefit.

By 2025 75% of the workforce will be made up of Millennials - the generation born between 1982 and 2003.



### Digital natives

Many (if not most) of your workers will have grown up with digital communications and expect to be able to switch seamlessly between voice, video and messaging. The ability to work remotely and flexibly are key benefits for these 'digital natives'.

Providing the tools that allow your employees to work in the way they want will reduce churn (and its accompanying costs) and keep accumulated expertise and experience in your business.



Traditional PBX systems simply do not offer the flexibility or functionality that modern workforces increasingly take for granted.

## Lost productivity

Today's businesses are mobile and dispersed, based around a fluid collective of mobile workers, freelancers and external partners, all collaborating with office-based staff. For success, all these disparate parts must have access to the information and tools they need to work productively.



A survey of UK SMEs found that improved productivity was the number one driver of Unified Communications adoption.

60%



UK business owners think that 60% of office-based employees will regularly work from home by 2022.

### Access to information

Wherever they happen to be, the people who work for you need to be able to communicate instantly and effectively. To do so, they need to be able to take relevant tools and information with them wherever they go.

Traditional PBX systems can't offer this kind of flexibility, because they were designed solely for office-based staff.



Traditional PBX systems simply do not offer the flexibility or functionality that modern workforces increasingly take for granted.

## Missed opportunities

The modern business environment demands speed and agility. Companies need to act quickly and collaboratively to exploit new opportunities, but out-of-date communications slow them down.



Traditional phone systems limit your ability to seize new business opportunities.

**81%** of executives believe future industries will be interconnected ecosystems of businesses. Collaboration will be key.

**68%** of UK SMEs collaborate with each other by sharing skills, experiences and networks.



### Restricting growth

Traditional phone systems are designed for fixed physical locations and closed networks. But that is no longer how business works. Being first to spot and exploit an opportunity is about being faster and more agile than your competitors, and quickly building relationships between relevant teams, suppliers, partners and customers. It means entering new markets quickly and cost-effectively.

Fixed, closed and inflexible PBX systems can't match that ambition, but modern cloud communications can.

Cloud communications let you quickly and easily forge new relationships both inside and outside the organisation. They allow you to establish a presence in a new location almost instantly, without the expense of setting up an office and installing new equipment.

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## Increased downtime

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An outdated phone system puts your business at risk of major technical failure.



### Human error

Traditional PBX systems offer none of the advanced productivity tools that modern cloud communications provide as standard. To close the gap, employees may use their own, non-approved technology, leaving your business more vulnerable to IT failures and security breaches.



More than 80% of IT Managers admit to using non-approved applications.



Employees may use their own, non-approved technology.

## Wasted expertise

Your IT team is stretched enough as it is. The administration and maintenance of your outdated phone system is a job it could do without.

### It's a job it needn't have...

Modern cloud communications are managed centrally by your service provider. Routine upgrades and maintenance happen without you even knowing. Your IT expertise, meanwhile, can get on with the job of finding ways to add value to your business. IT expertise doesn't come cheap, so it shouldn't be wasted on routine support.

**£44,000**

In 2015 the average pay of an IT Operations Manager was £44k



Your PBX wastes valuable IT resource that should focus on making your business better.

# The alternative: modern, flexible cloud communications



Over the last few pages we've told you about the limitations of traditional PBX, and the ways in which outdated systems hinder your business. The good news is that a modern cloud communications system cuts all the chains that hold your business back.

## Cloud communications will ...



### Reduce your risk

Cloud communications have resilience and security built in.



### Encourage smarter working

Employees can access all the tools they need from anywhere, enhancing productivity and encouraging smarter working.



### Unleash your potential

New markets and opportunities are easier to exploit with advanced collaboration tools and a communications system no longer tied to a physical location.



### Integrate experiences

Your communication and collaboration services work together as a single solution, giving your staff and customers a seamless, more satisfying experience.



### Stay ahead of competitors

With cloud communications you stay right up to date with the latest technology - install new tools and applications at the touch of a button.



### Free your IT

Remotely managed services give staff more time to focus on making your business more profitable.

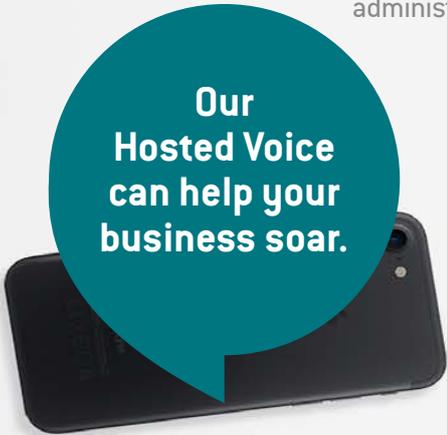


Switching to a cloud communications system will help to create a more agile, productive and profitable business.

# Our Hosted Voice is at the forefront of cloud communications

We hope this guide has explained why traditional PBX is no longer a good match for modern business, and why a switch to cloud communications can make your company leaner, more agile, and better equipped to prosper and grow.

We offer customers a true next-generation cloud communications solution that integrates a host of communication services, from telephony and instant messaging to video conferencing and data sharing, in a single system. It can significantly reduce the administrative and technical burden on your staff.



**Our  
Hosted Voice  
can help your  
business soar.**

