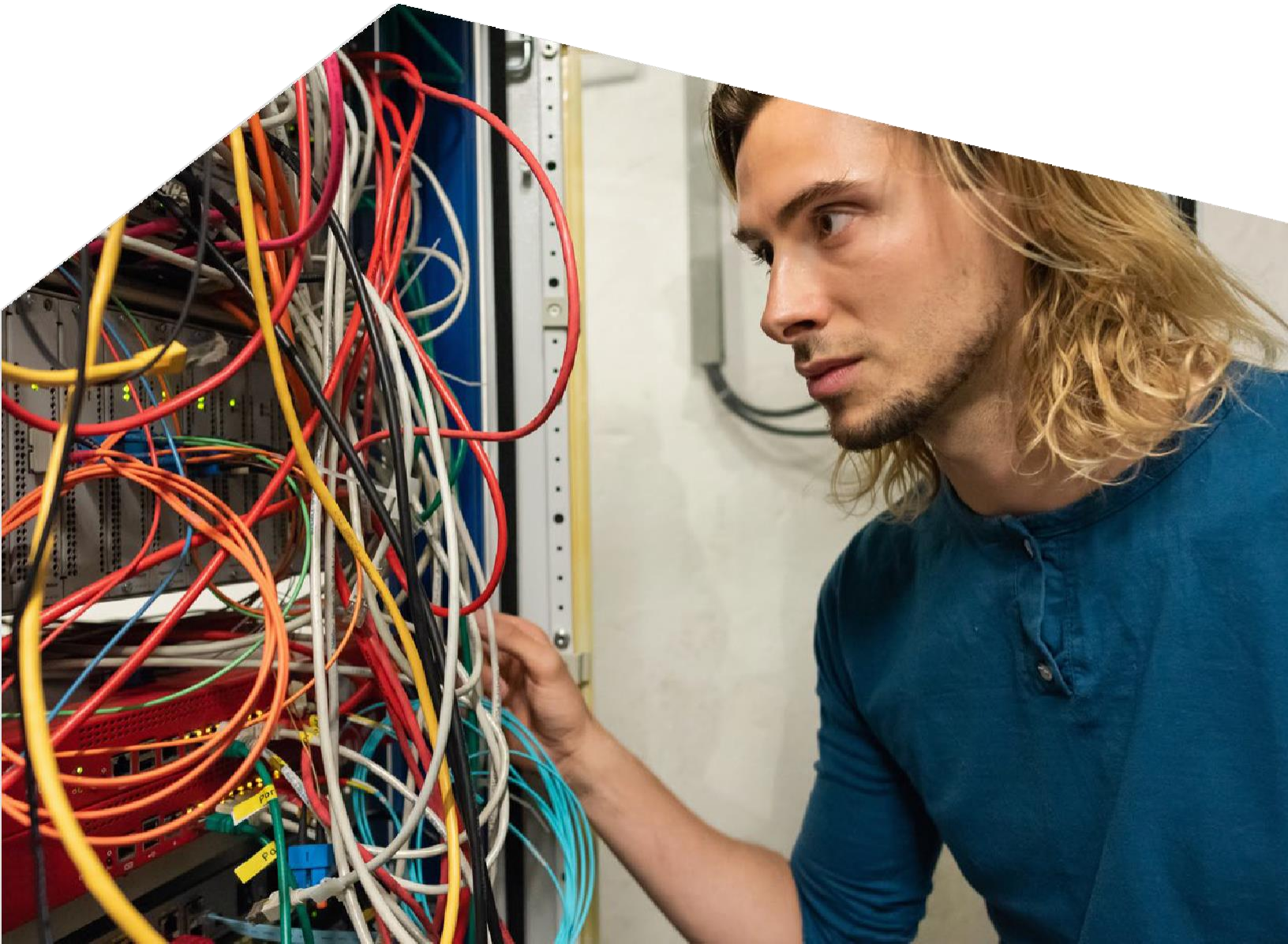
\Orchestrating a brighter world NEC

UNIVERGE BLUE®
CONNECT

9 Ways Your Aging Phone System Is Putting Business Success On Hold



UNIVERGE BLUE®
CONNECT

9 WAYS YOUR AGING PHONE SYSTEM IS PUTTING BUSINESS SUCCESS ON HOLD

Whether it's a question about a product or service, a new order, a support issue, or simply trying to pay a bill, customers still want to pick up a phone and talk to someone at your company. In other words, despite all the advances in technology, people still need a human connection—and a phone call provides just that.

Voice calling also drives sales, business development, and collaboration among your employees and business partners.

The architecture of conventional phone systems dates back to a time when going to work meant going to an office. But today's mobile and global workers require more agility and capabilities than these systems support.

The trouble is, the architecture of conventional phone systems dates back to a time when going to work meant going to an office. Many were even designed when smartphones were considered nothing but science fiction. Today's workers require more agility and capabilities than these systems support. For example, your aging phone system may not provide direct access to company voicemail from a mobile device, which could delay responses to customers. You can't afford to miss sales or lose customers because they can't communicate with you when and how they like.

82%
of consumers look for an immediate response to marketing or sales questions.
- Hubspot Research

A modern cloud phone system not only provides highly reliable connectivity and call quality but is also easy to deploy and simple to maintain. Plus, the cloud delivers the agility and advanced features your business needs to keep pace with impatient consumers and mobile workers.

IDG's 2018 Cloud Computing Survey reports that 40% of companies like yours have already made

1 TOO COSTLY

With a cloud phone system, you enjoy one flat-rate for all your calls nationwide. For one predictable monthly charge, you also get a range of services like internet fax and conference calling—without the complexity of multiple bills. Contrast that with traditional on-premises systems where, even when the hardware is paid for, you still incur ongoing costs for things like software upgrades, maintenance, and support. You may also need expensive expansion cards for adding new users or costly private business exchange (PBX) lines for connectivity between multiple locations.

And unlike on-premises systems that require major time and money when you add advanced features like video conferencing, cloud systems include these as integrated features. Also, rather than a major investment in hardware, the cloud gives you payas-you-go subscription pricing and low risk to migrate.

2 LOW CUSTOMER SATISFACTION

Your phone system is often the first point of contact with your customer, so it should be a good experience. A new breed of tech-savvy, online and mobile customer demands the same of your company. They expect to reach someone the first time they call. Plus, these impatient customers expect that person to have all the information they need at their fingertips—or at least as fast as they could get it themselves on the web. According to Harris Interactive, 89% of consumers begin doing business with a competitor following a poor customer experience.

A study by the respected research firm Gartner also found that when it comes to making a purchase, 64% of people find customer experience more important than price. This means businesses must quickly put customers in touch with exactly who they need.

89%
of consumers begin doing business with a competitor following a poor customer experience.
- Harris Interactive

This can create problems for businesses still using old-school phone systems. When a traditional on-premises PBX phone system can't integrate with your teams' mobile devices, you leave yourself open to a poor customer experience unless your sales representatives happen to be sitting at their desks right when the customer calls. You worked hard to get that customer, so why take the risk of missing their call? A modern cloud phone system gives your employees tools like instant access to company voicemail and business SMS to stay in touch with customers anytime, anywhere, and from virtually any mobile device.

3 UNRELIABLE PHONE SERVICE

A cloud phone system offers benefits that give you more modern communications. But first and foremost, every business needs reliable phone service and good call quality. A cloud provider with a robust network and core infrastructure located in redundant data centers can provide carrier-class reliability and superior call quality.

A cloud phone system offers benefits that give you more modern communications. But first and foremost, every business needs reliable phone service and good call quality.

Plus, having data backed up in the cloud, a mobile app, no on-premises hardware and other advantages means your business continues even in the case of a fire, power outage, or natural disaster. Or, even in the event inclement weather prevents your employees from getting to work, they can simply use the mobile app or softphone, and it's business as usual.

4 WEAK SECURITY AND COMPLIANCE

With the right provider, robust security protects your data. This is particularly important for small- and medium-size business, which typically lack the dedicated IT staff of larger businesses. The right cloud service provider's experts can provide world-class security, which includes compliance with government regulations like HIPAA (Health Insurance Portability and Accountability Act).

72.3%
of the U.S. workforce will be mobile by 2020.
- IDC

5 NOT MOBILE-FRIENDLY

Today's workers expect to have the tools to work from anywhere, optimize their commute time, and make calls outside of business hours. According to Pew Research, more than one in three American labor force participants (35%) are millennials — the largest generation in the U.S. labor force—who have grown up in a "mobile-first" world. Forward-looking companies realize that the speed and agility these mobile workers provide offer a distinct advantage. A cloud-based phone system means employees can talk to customers, and to each other, anytime, from anywhere, and on virtually any mobile device.

A good cloud phone system provides apps for mobile devices and desktops to support your workers anywhere they roam. This mobility allows mobile employees to access conference calls, video conferences, faxing, and team chats from a mobile device. It also provides a big advantage in a world where people increasingly use a smartphone even while at their desks.

75%
of employees use their smartphones as their main business communications tools.
- IDC

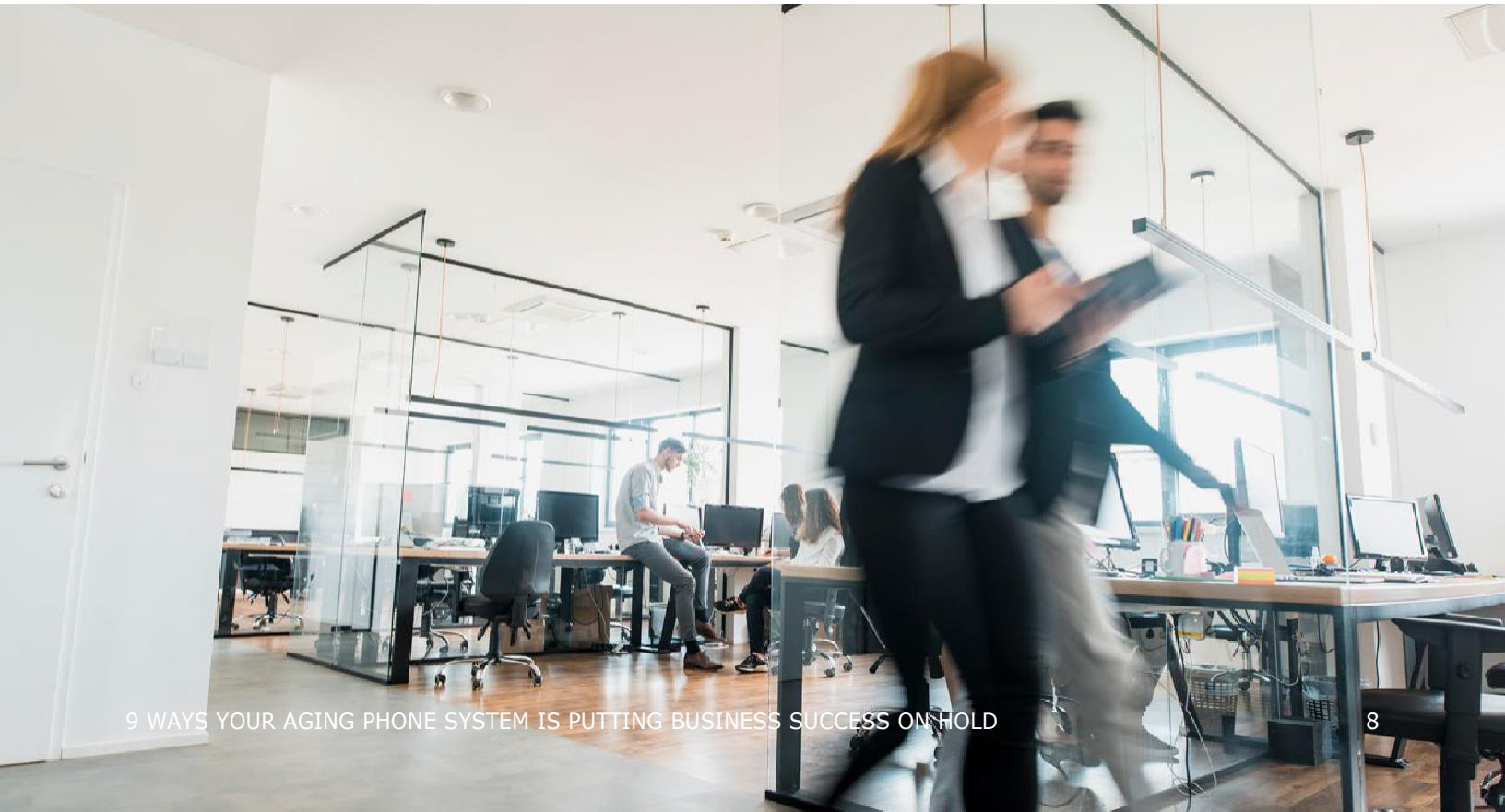
Better still, your mobile workers will have the same capabilities of full-featured phone systems as do employees in the office. They can access the company directory, check voicemail, and transfer calls from a smartphone. Meanwhile, your customers can reach your employees from a single company number. When employees call out from a mobile device, customers and partners see your company number—not a personal cell number. So you strengthen your brand, and when an employee leaves the company your customers don't go with them.

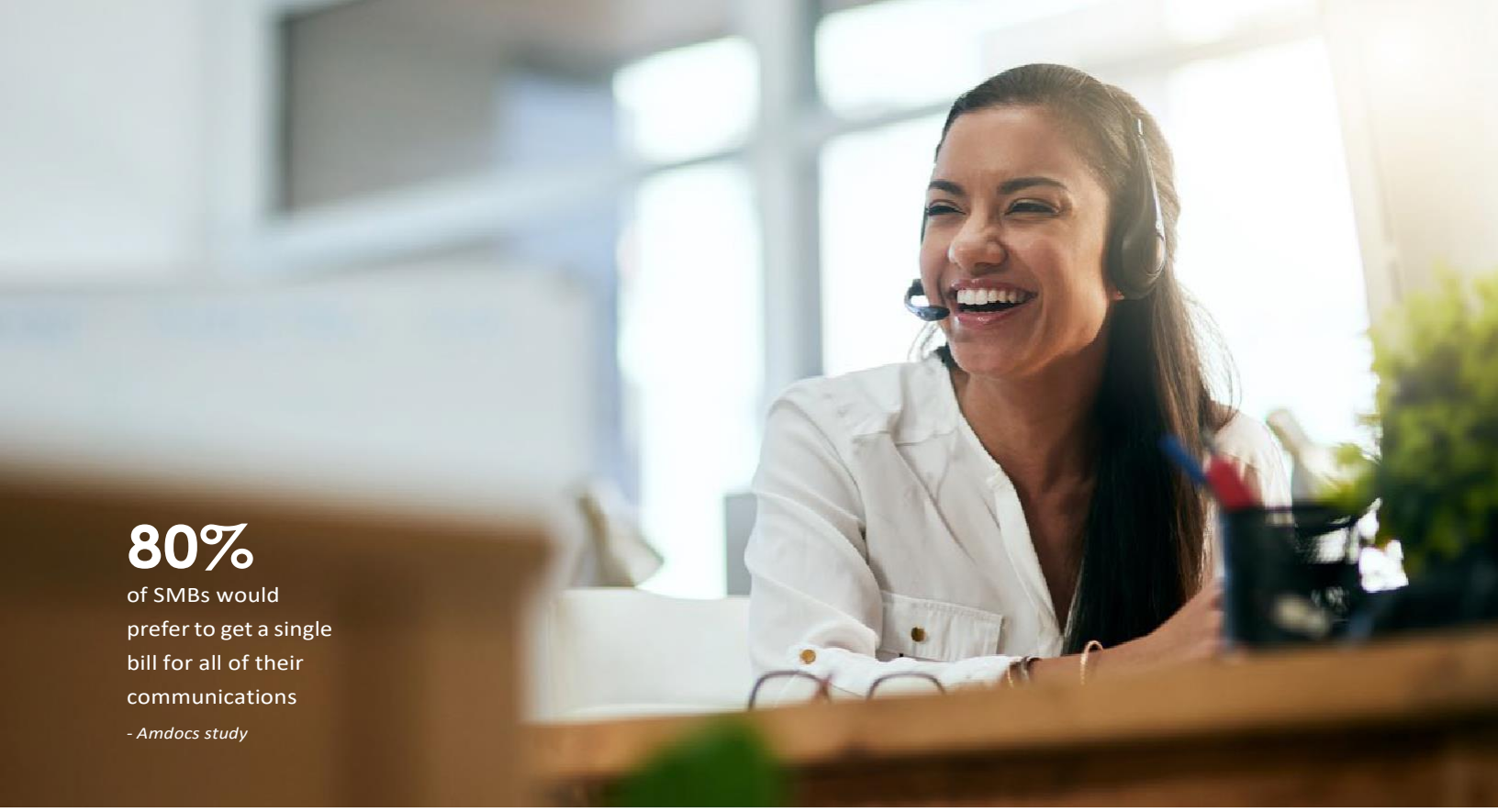
6 HARD TO SCALE

Adding, moving, or changing lines with a conventional phone system might take a technician or a call to the phone company. With a cloud system you add users quickly and easily with just a click on a web-based administration console—even from a mobile device. You enjoy the kind of business agility you need to adjust to seasonal spikes in business or to quickly expand into a new market.

7 DIFFICULT TO SET UP BRANCH OFFICES AND REMOTE WORKERS

Rather than requesting a service call or waiting for the phone company to provision lines, a cloud phone system lets you simply send phones to new offices or remote workers. Your employees plug the phones into an internet connection, and they're ready to go. Your new office also has a complete business phone service that includes features like the ability to transfer calls to your home office or other remote locations.





80%
of SMBs would prefer to get a single bill for all of their communications
- Amdocs study

8 ALWAYS OUT-OF-DATE

A top-tier service provider will automatically upgrade your calling and other features in the cloud. You won't have to worry about upgrades or added fees; your employees always have access to the latest features.

9 CUMBERSOME AND COMPLICATED

A cloud phone system eliminates the need to pay for collaboration services such as videoconferencing, chat, file storage, internet fax, backup, and other stand-alone services from different suppliers. This not only reduces procurement and billing complexity but also dramatically improves employee productivity. For example, with an integrated cloud communications service, employees collaborating in a group chat can instantly elevate the session to a videoconference or web meeting without leaving the application.

SWITCH TO THE CLOUD AND GET RELIABLE BUSINESS PHONE SERVICE UP AND RUNNING QUICKLY

The days of waiting for the phone company to deliver, set up, and connect on-site business phone hardware are gone. You will have a reliable, full-featured cloud phone system up and running almost instantly. Most small businesses have the network bandwidth, Ethernet connections, and other requirements in place already. And there's no bulky, complicated on-premises hardware to maintain – it's all managed, updated, and secured remotely by the service provider.

- Fast to implement – with no disruption to your business
- Getting employees connected is often as simple as plugging phones into internet connections
- Using advanced mobile features—from videoconferencing to direct access to company voicemail – simply requires downloading the secure mobile app
- Add, move, or change lines from an easy-to-use web browser console—no technician required

- Help is a phone call away: A good cloud service provider can help with number porting, recommending a voice-quality router (if needed) or other technical issues so you make a smooth transition

READY TO MOVE TO THE CLOUD? MAKE THE RIGHT CHOICE

The rate of technological change continues at breakneck speed, and your phone system is no exception. As customer behavior and expectations change almost daily, businesses need to stay current and equip employees with the latest tools for communication and collaboration. The cloud provides these advantages and more.

If you're ready to make the move, make sure you chose a cloud company with superior call quality, proven reliability, and a track record for stellar customer service and support. The fully integrated NEC's UNIVERGE BLUE® CONNECT solution provides a premier business phone system to meet your needs.

- 99.999% uptime with fail-over routing so you won't miss a call
- Complimentary applications for desktop and mobile
- Constant innovation to provide you with new features, functionality, and quality of service
- Includes a full-featured phone system combined with chat, web/video conferencing, and files sync, share and backup capabilities.

If you haven't considered a move to the cloud before, now's a great time to start! Contact us today to find out how reliable, affordable, and easy to use NEC's UNIVERGE BLUE® CONNECT can be.

\Orchestrating a brighter world NEC

OVER
$29 BILLION
REVENUE

#1
SMB & ENTERPRISE COMMS WORLDWIDE

LEADER IN
BIOMETRICS

75 MILLION
GLOBAL USERS

TOP 100
GLOBAL INNOVATORS
(THOMSON REUTERS)

RECOGNIZED AS A LEADER
BY FROST & SULLIVAN IN ENTERPRISE COMMUNICATIONS TRANSFORMATION

125+
COUNTRIES

GLOBAL 100
MOST SUSTAINABLE COMPANIES IN THE WORLD
(CORPORATE KNIGHTS)

107,000
TEAM MEMBERS
WORLDWIDE

4,000+
CHANNEL PARTNERS

For further information please contact AST Technologies 1300 338 266

About NEC Corporation – NEC Corporation is a leader in the integration of IT and network technologies that benefit businesses and people around the world. By providing a combination of products and solutions that cross utilize the company's experience and global resources, NEC's advanced technologies meet the complex and ever-changing needs of its customers. NEC brings more than 120 years of expertise in technological innovation to empower people, businesses and society.

August 2020 – NEC is a registered trademark of NEC Corporation. All Rights Reserved. Other product or service marks mentioned herein are the trademarks of their respective owners. Models may vary for each country, and due to continuous improvements this specification is subject to change without notice.

© Copyright 2020. All Rights Reserved.

AST TECHNOLOGIES
WWW.ASTT.NET.AU
1300 338 266