IP Phone Systems for Small and Medium Businesses

MATRIX
TELECOM SOLUTIONS

Contents

Executive Summary

In this global economy, the business irrespective of its size – small or large remains invisible to customer's needs as they all expect to be treated in similar manner. Especially small and medium businesses have potential to revolutionize the way industry work and fulfil tailor-made customer requirements. Therefore, these businesses need an efficient business phone system that can help them to work productively and take an edge over competition. This white paper briefly discusses the key challenges faced by small and medium businesses and how an IP based phone system can benefit them to streamline business communications and improve customer satisfaction.

SMB Communication Challenges

Advent of new technologies has introduced many new services and advance call management features. To survive and grow in this competitive scenario, the phone system of an organization should deliver professional experience to its customers and tools to increase worker's productivity. Large enterprises are leveraging these benefits by employing bigger and advance systems, falling short of the communication budget allocated by small and medium businesses due to higher initial investment and maintenance costs. Before we analyse how an ideal phone system for SMBs should be looking like, let's have a closer look at the major communication challenges faced by small and medium businesses.

Retain Existing Customers

Remembering existing customers and providing them with the desired information requires continuous improvement in their experience with the organization. For example how quickly a call is attended, how much time they spend on a call while getting desired information, how easily they can reach various departments and access key information, receive personalized greetings whenever they calls etc. increases the loyalty of a customer towards the organization and increased business in long-run.

Attract New Customers

Attracting new customers involves approximately double the effort as compared to retain existing ones. Exceptional customer-focused activities are required to convert prospective customers into clients and existing customers into profitable ones. A business running 24 x 7, automatically transferring important callers to managers, announcing attractive schemes, option for customers to leave voice mail, automated greetings by day timings i.e. morning, afternoon, evening, night hours or holiday and lot many features enhances customer interaction and doubles the chances of getting business.

Increase Employee Productivity

Efficient call handling means employees tend to spend less time in managing customer calls and focus on more productive tasks rather than activities such as redirecting calls and taking messages. Further, managing business communication gets even tougher when employees are on field or working from field, unable to join office. A smart phone system that can simulate their home or mobile phones into office extension and extend business communication is the need-of-the-hour for small businesses.

Increase Revenues

Efficient allocation of resources and improving bottom line and are two major challenges faced small and medium business. Reducing expenses is equally important than earning an extra penny. Organizations many times end up paying hefty amount as monthly telephony bills by routing all calls from traditional media. An efficient phone system that can intelligently route calls to/from different customers, regions and networks saves significant amount in monthly telephony bills is same as the revenue earned.

Improve Customer Experience

The first interaction of a customer can make or break the professional image of an organization and differentiate between family-run and professional business. Advanced technologies and efficient customer handling measures should be in place to ensure that customer gets personalized greetings every time he calls, listen to company announcement 24x7 and presented with various options to reach to a desired person – options such as dial-by-name/extension number and choice to leave a voice message enhances the self-service experience of a customer.

Need of an IP Phone System for SMBs

While competing with peers and large enterprises, small and medium businesses require innovative techniques and advance customer handling capabilities to attract and retain customers. The communication system of an organization plays an important role as to manage internal communications, enhance customer interactions and reduce telephony expenses. Due to small financial resources available to be spent ona communication system, SMBs end up deploying conventional phone system with basic features and limited functionalities.

Forward thinking small and medium businesses are adopting VoIP realizing its advantages of lower call costs, newer services and simple deployment in existing IT/Ethernet infrastructure. IP phone systems offers many advanced features not supported by conventional phone systems such as extended system features for remote and mobile workforce, remote system administration, common extension dialling, mobility within and outside office premises using wireless networks, unified messaging, flexible IP terminal options – IP desk phone, Soft phone and even Mobile phones as IP extensions, etc.

Further, IP phone systems offer advance applications such as networking of remote offices and teleworkers with centrally located phone system, integrated voice mail, mobile or home phones as office extensions, anywhere access to voice mail, voice/video conferencing, presence sharing, instant messaging and lot more. The advance call management features and applications of IP telephony helps organizations to look professional, streamline internal and external communication and be a virtually 24x7 running organization extending support to customers and suppliers.
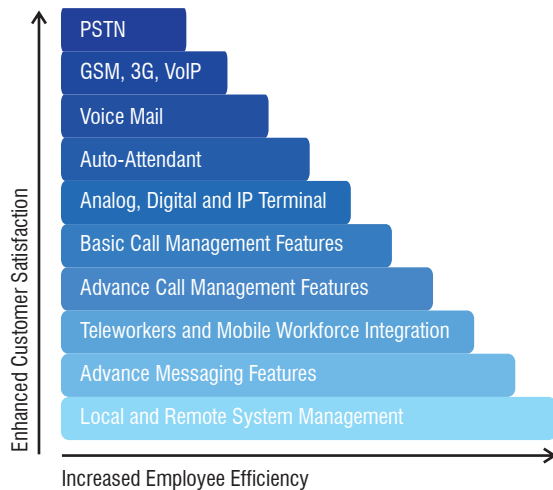
An ideal SMB IP phone system should provide enterprise-grade call management features, interface to traditional telephony networks and affordable to fit in a small communication budget proving to be an all-win solution for small and medium businesses.

Matrix Solution: ETERNITY NE
The Next Generation IP-PBX for SMBs

ETERNITY NE is a feature-rich IP-PBX carefully designed after an insightful research of the specific communication needs of small and medium businesses. It interfaces to all traditional wire-line, wireless GSM/UMTS (3G) and new generation VoIP technologies using a single platform tofacilitate benefits offered by all these networks at the same time.

The converged IP-TDM platform of ETERNITY NE delivers advance functionalities such as wider terminals options - Analog, Digital and IP extensions, Integrated Voice Mail, Mobile workers and Teleworkers Integration, Multi-site networking over IP, Presence sharing and Instant Messaging and many more, typically available with enterprise-grade systems.
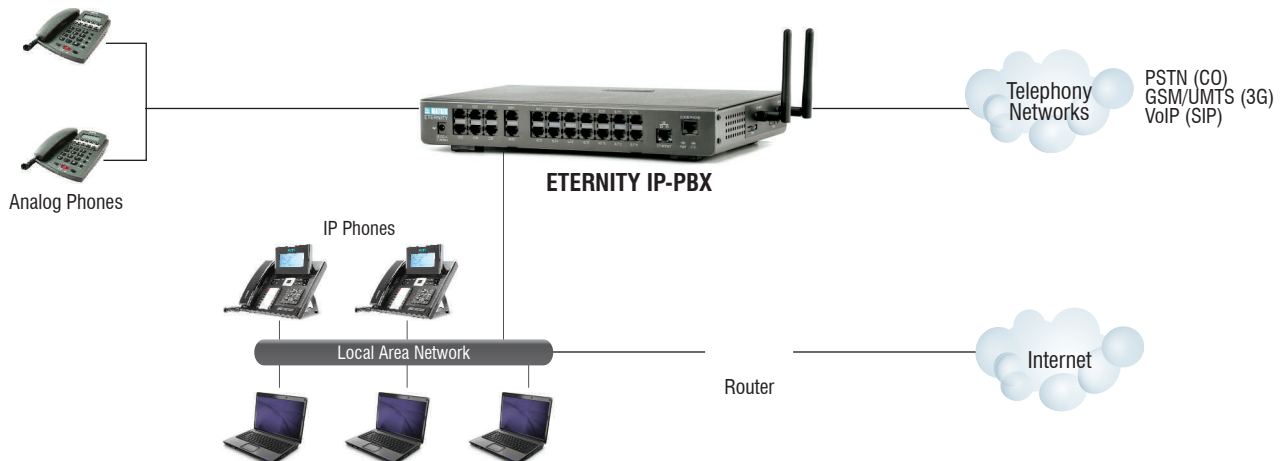
Key Attributes

- PSTN
- GSM, 3G, VoIP
- Voice Mail
- Auto-Attendant
- Analog, Digital and IP Terminal
- Basic Call Management Features
- Advance Call Management Features
- Teleworkers and Mobile Workforce Integration
- Advance Messaging Features
- Local and Remote System Management

Enhanced Customer Satisfaction

Increased Employee Efficiency

Simplified Cabling Infrastructure
Using VoIP telephony in ETERNITY NE does not require separate set-up for IP extensions as they can work with existing IT/Ethernet infrastructure. Users can simply plug-in their IP devices into LAN/Switch port sand start making VoIP calls. Further these IP extensions can make free internal calls to other analog and digital phone users as per common extension numbering plan.

Integrated Voice and Data Infrastructure

Analog Phones

ETERNITY IP-PBX

Telephony Networks

PSTN (CO)
GSM/UMTS (3G)
VoIP (SIP)

IP Phones

Local Area Network

Router

Internet

Advance IP Features

SMBs can enjoy the cost benefits and flexibility offered by IP telephony by simply deploying ETERNITY NE in existing IT / Ethernet infrastructure. Users can flexibly use and choose to communicate from variety of IP terminal options such as IP desk phones, SIP soft phones and Mobile phones with SIP support. Further advance IP features provided by ETERNITY NE ensures maximum utilization of IP telephony into office environment.

Flexibility to Work from Anywhere

An employee with IP desk phone while working from remote office or home can have the same access to call management features from a soft phone installed in a PC or a laptop. Entering the same credential (username and password) of an IP phone into SIP compliant mobile phone, user can leverage desktop IP phone functionality while roaming anywhere within Wi-Fi networks.

Investment Protection

The converged IP-TDM platform of ETERNITY NE values the original investment made in existing telephony instruments and cabling infrastructure. It preserves traditional dialing habits of users by allowing them to use their existing desk phones and relieves from headache of remembering new and complex access codes and dialing procedures. ETERNITY NE performs function of multiple devices such as Auto-Attendant, Voice Mail System, FCT, Gateway or SIP server to eliminate the need for the users to invest in third-party equipment.

Remote Administration

Every interface and user parameter such as allocating user class of services, adding a new user or terminal, set call routing algorithms, call management features, toll control features, system fault and trunk status indication can be administered and controlled from anywhere using web based GUI.

Increase Worker Productivity

The wide range of innovative call management features of ETERNITY NE helps organizations to improve the productivity of employees while delivering exceptional customer service. ETERNITY NE provides advanced call management features such as Do-not-disturb, Auto-attendant, Auto-redial, Automatic number translation, Group calls, Call duration control, Voice Mail and lot more ensure least time spent in call handling activities and increase productivity.

Cost Saving

Communicating over traditional media to reach customers, suppliers and remote workers adds significant cost in telephony bills. The phone system is required to intelligently route calls via cost-effective network. ETERNITY NE's least cost routing feature ensures that all long distance calls are routed via VoIP networks, calls to field workers via mobile networks and local calls using PSTN network to save on each call made outside the organization. Further, the back office employees can make free CUG calls via GSM module of ETERNITY NE to field employees resulting into substantial cost savings.

Optimize Customer Service

The integrated voice mail and auto-attendant of ETERNITY NE delivers personalized greetings, handles customer calls round-the-clock, transfers calls directly to desired department / person, asks customers to leave voice mail in non-availability of worker and announces company information 24x7. The efficient customer handling techniques ensure zero missed opportunities and better customer service.

Mobile Workforce Integration

Reaching to the mobile workforce on daily/hourly basis using public switched telephone networks is a costlier solution. The seamless mobility features of ETERNITY NE transforms mobile phone of field employee into office extensions and enables them to leverage call management features of phone system from anywhere anytime. Advance call management features like Call transfer, Forward, Voice mail, Conferencing, Directory dial etc. Are accessible from their common mobile handsets.

Features and Benefits of ETERNITY NE

Needs	Benefits	Matrix ETERNITY NE Solution
Cost Saving	Free Inter-site calling	Converged TDM-IP PBX
	CUG with field employees	PSTN-GSM-UMTS(3G)-VoIP in Single Platform
	Route calls via appropriate networks for least incurred call costs	6 to 32 Users
Seamless Connectivity	Inter-networking of multiple sites	Mobility Extensions
	Seamless staff mobility	IP Extensions
	Field upgradable–minimum downtime	Voice Mail
Resource Utilization	Utilize existing IT infrastructure – Routers, Switches, Ethernet Cabling	Auto-Attendant
	Maintain telephone sets to preserve dialling habits	Networking over IP
Higher ROI	Call cost saving on each call	IP Key Phones
	Retention of existing customers means increased business in long-run	Web-based Management
	Increased customer satisfaction	Mobile, Teleworker Integration
Lower TCO	No need of external devices – Voice Mail System, Gateways, ATAs, FCTs	
	Future-proof and reliable Product	
Customer Interaction	Voice Mail to ensure zero missed opportunities	
	Auto Attendant for professional greetings and 24x7 information delivery	

Conclusion

The roots of large businesses plunging into the micro levels of economy and fierce competition with peers is posing challenges for small and medium businesses to be innovative and productive. Advance and affordable IP phone systems have an important role to play in unleashing latent potential of small and medium businesses. The efficient customer handling techniques will help SMBs to enhance employee interaction with customers/suppliers and achieve higher levels of customer satisfaction. ETERNITY NE has emerged as an ideal solution for these businesses by delivering advance call management features and flexibility in working style to increase employee efficiency and transforming business opportunities into increased revenues.

ETERNITY NE

◼ ABOUT MATRIX

Matrix is India based leading manufacturer of IP-PBXs and Gateways for small to large enterprises. Matrix IP-PBX is an integrated communication solution offering universal connectivity with unique design and encompassing advanced features for the businesses of all sizes. Matrix IP-PBX offers benefits of reduced communication costs, seamless connectivity and simplified management for small to large enterprises, institutions, call centres, hotels and many other industries through industry specific solutions. With the global presence in more than 30 countries through an extensive network of more than 500 channel partners, Matrix has gained customer trust and admiration across the world and has won several awards and recognition for its innovative products and processes.

For further information, please contact:

◼◼◼ **MATRIX**
TELECOM SOLUTIONS

MATRIX COMSEC PVT. LTD.

Head Office
394 - GIDC, Makarpura, Vadodara - 390 010, India.
Ph: +91 265 2630555, Fax: +91 265 2636598
E-mail: Inquiry@MatrixComSec.com
SMS 'MATRIX' to +91 99987 55555

www.MatrixComSec.com