



Using a virtual phone system
to drive business & delight customers

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Introduction

It's no exaggeration to say that more and more companies are transitioning to a cloud-based model, or at least a hybrid one. The industry is expanding quickly, and continuously exceeds expectations. Now that almost every device is endowed with a powerful internet connection, it's very convenient to be able to let the cloud do the heavy lifting in some respects.

As a result, call centers are changing: many are making the switch to a cloud-based phone system. This evolution is due to the many advantages of the cloud-based model compared to traditional IP PBX installations. This ebook will look in detail at the strengths of cloud-based phone systems, and explore the advantages for your business.



Chapter One

Lower costs, lower your footprint

The implications of cloud-based phone systems for your bottom line and the environment.

Excellent customer service is a huge differentiator for businesses, no matter their size or activity. Therefore, a growing number of businesses strive to remain close to their customers by running their call center themselves.

Thus far, setting up a call center has seemed an intimidating and potentially ruinous endeavor. **However, due to the advent of cloud-based systems, calls centers are more affordable and accessible than ever before.**

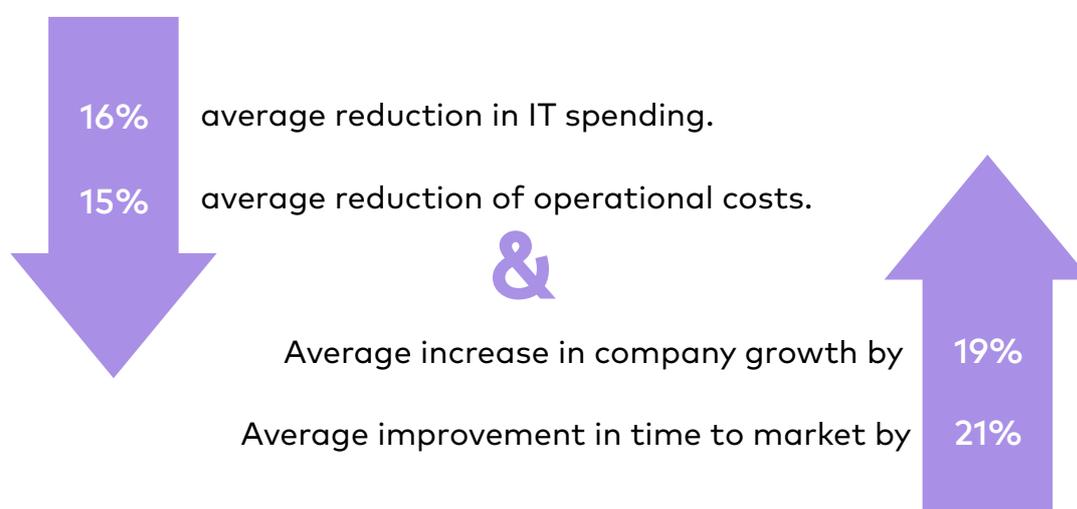
Lower upfront costs

Modest costs for both setup and upkeep are often touted as the foremost advantage of cloud-based call center systems. Setting up a cloud-based call center is simpler, quicker, and much less onerous than opting for a traditional model.

No need for hardware

It's no secret that the costs associated with starting an onsite call center can be prohibitive. Cloud-based call center software eliminates the need for almost all hardware; your only requirement will be a stable internet connection and computer terminals.

Switching to the cloud has a measurable impact on business:



source: Bourne "The Business Impact fo the Cloud"

Data storage happens offsite

Data storage no longer needs to be confined to a server room within your own offices, an option inaccessible to smaller businesses. Data storage companies will keep their storage servers secure and functional. Service companies will be on top of their apps, keeping them updated and bug-free. They will stay informed on the ever-evolving tech landscape for you.

Lower ongoing costs

Once your call center is up and running, it'll require upkeep from a dedicated IT team. This isn't feasible for smaller businesses, who nevertheless require a sound call center solution in order to satisfy their clients.

Upkeep is out of your hands

Going cloud-based means that the servers which are at the base of your business aren't your responsibility. This rather lessens the need for you to have a tech specialist on hand, especially in a smaller company.

Updates will roll out as soon as they are ready, unlike home-grown or purchased software which could only be updated once a year. This will remove the need for expensive and complex hardware on your end. **You will fear neither obsolescence, nor the evolution of the technology you use as a tool outstripping your user knowledge.**

Enjoy a more flexible subscription model

As your company evolves and changes, you will need to scale your support and sales teams. Cloud based services make it easy to tweak your plan with every modification to your workforce. You will present an equal or superior level of professionalism to your customers, who won't notice anything is different when they ring you up. Switching to cloud-based call center software means shifting from capital expenditure to

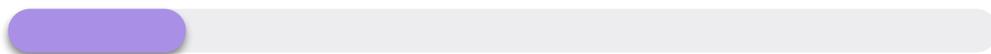
operation expenditure: a shorter billing cycle, but lowered costs. The bill is lighter, with no adverse effects on your staff or the happiness of your customers.

Benefit both the planet and your bottom line

Accumulating, replacing, and discarding call center hardware and office supplies is rather wasteful and costly.

Mutualize resources and go green

Cloud computing has a much lower environmental impact than onsite operations. The cloud collectivizes resources for its users, like the mainframes of days past. This efficiency reduces both the overall number of servers, and the loss of energy resulting from them being private, but under-utilized.



**Server utilisation rates in most corporations
are near 5% or 10%.**



**Utilisation rates in shared data centers
can be around 60% to 70%.**

source: sustainablebrands.com

Without heavy infrastructure and less equipment of your own, your business and others use the mutualized resources of the cloud, thereby alleviating your impact on the earth. **Adopting cloud-based call center software means taking small steps towards a greener operation.**

The dematerialization of data and software, the elimination of hardware and paper products, and the corresponding energy savings are all beneficial to both your business and our planet.

The next chapters will explore the advantageous technological, and collaborative possibilities afforded to call centers by cloud technology.

Chapter Two

A complete call center package

Cloud-based solutions offer all the features and ease of use needed to smoothly run a call center.

Cloud-based call center software is outfitted with the features you need to satisfy your customers and grow your business.

Hit the ground running

Opting in to virtual call center software is as simple as a magazine subscription. After minimal configuration of a headset, your team can get to work right away.

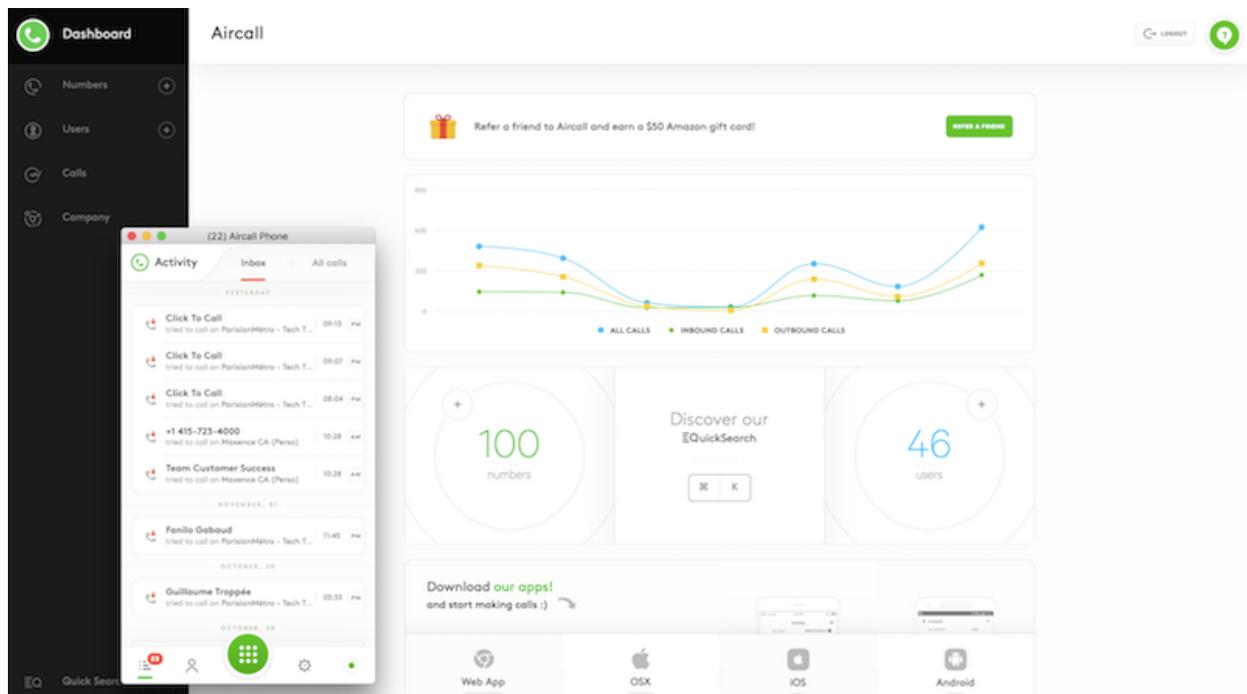
Easy to install

The process of installing a complete virtual call center service is usually no more complex than downloading a file and running it. The whole installation could only take a handful of minutes, and the software is ready right out of the box.

Easy to use

One upside to virtual call center software is the unified, intuitive interface. **Your team will no longer need to juggle multiple programs and**

tools to perform their tasks. Even with remote agents, you'll be able to expedite onboarding and training, and work as a more cohesive team.



Cloud-based phone systems have intuitive, easily readable user interfaces to quickly get the hang of every operation. The unified dashboard keeps track of everything in a clear and visible display. Your log keeps a detailed account of every call, and you can cross-reference that information with other integrated services.

Get a complete package

The features and capabilities of cloud-based call center software are its strong suits, especially the ability to integrate and work in tandem with your other business tools.

A host of useful features

Cloud-based call center software builds upon traditional call center features and improves them. A quality solution will offer the same level of service as a traditional model if not a superior one.

Some features are just what you'd expect from a standard setup, such as **Interactive Voice Response, programmable office hours, or advanced call routing**. Others build on that and make handling calls even simpler, like **desktop notifications, shared call inbox, voicemail by email, custom hold music, or click-to-call buttons**. Others still allow managers to stay closely involved in the success of their call center, namely by **assigning tasks and calls, monitoring in real-time, or call recording**.

These features vastly improve the user experience of a business phone system. They are the fruit of the added flexibility and modularity of computer telephony integration.

A wide array of integrations

In addition to these features, **cloud-based call center software will integrate with other programs in order to provide you with streamlined efficiency**. Rather than expecting your team to master several programs, all with differing (and sometimes overlapping) functions, you can let your virtual call center software integrate with the rest of your tools.

You can integrate services dedicated to live chat, email, call logging, purchase history, feedback surveying, support tickets, and many more. On top of this, all this information is visible in a single dashboard interface. Integration seems like perfect common sense, and it's so helpful and simple that it may as well be. This access to seamless and useful tools would not be possible with a traditional phone system.

Moreover, the service providers keep your CTI system and the aforementioned integrations up to date. Much like with the call center software itself, you won't have to stay on top of its integration updates.

Chapter Three

Empower your whole team

Cloud-based call center software facilitates mobility, productivity, and collaboration.

Cloud-based virtual phone systems afford teams heightened mobility, and can precisely monitor performance for better efficiency.

Work from anywhere

For the employer, hiring virtual staff members has several advantages. It will lower costs, since they don't require space and resources in your physical office. Recruiters are able to choose from a wider pool of applicants, since distance isn't an issue. Virtual employees can also operate from disparate time zones, giving your customers access to a human agent round the clock.

Undeniably, one of the foremost upsides to having your business operate on the cloud is the fact that your data and applications will be accessible from anywhere. Teams are able to synchronize their CRM, take calls, check help tickets, etc. on all of their devices. This means that customer information, reminders, emails, etc. are all readily available.

Be more productive

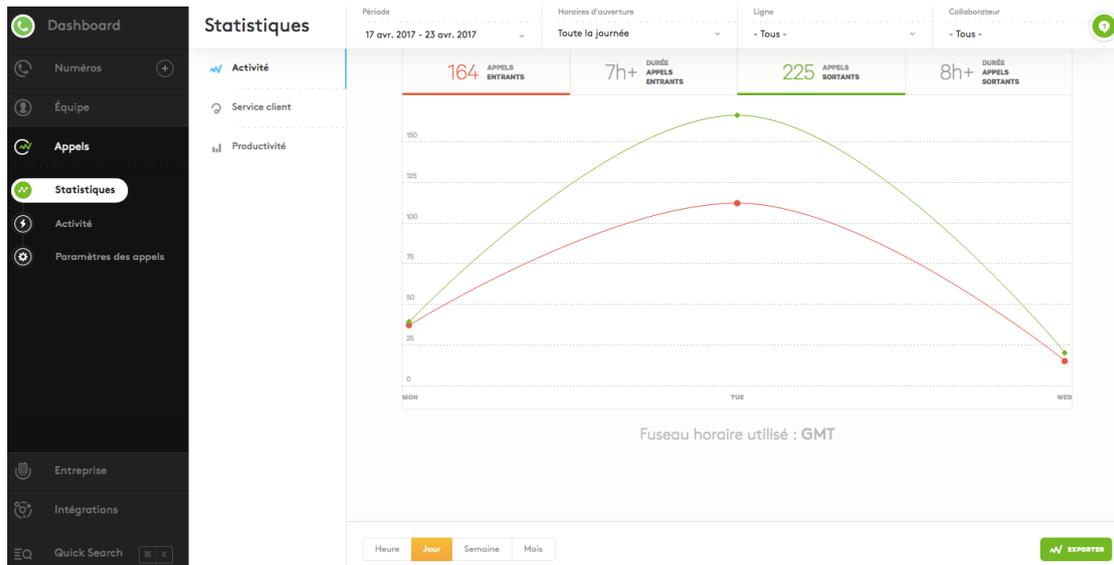
Cloud-based phone systems offer monitoring possibilities to improve your call center's performance, and allow enhanced collaboration between agents.

Monitoring

Cloud-based phone systems enable call monitoring, call recording, and real-time analytics. Managers can:

- Assign calls to the appropriate agent (language, location, etc.).
- Follow an agent's performance during a call.
- Offer assistance in real-time if the agent is struggling.
- Monitor the performance of single agents or the team as a whole.
- Track the numbers for missed calls, dropped calls, waiting time, etc.
- Survey customer satisfaction through user habits.
- Follow the progression of a customer's life cycle.

Your dashboard logs a record of every customer interaction, and this data can be useful to a manager's decision-making process. This efficiency trickles down to the team, and then to the customer experience.



Communication

Agents work with a single, integrated dashboard, which increases productivity and the amount of fielded calls. With the enhanced call monitoring afforded to managers by cloud-based technology, they can jump in to help agents with more ease. Likewise, empowered agents are more likely to seek assistance. Virtual call center software also favors reduced agent turnover. Given the costly and time-consuming process of agent recruitment and training, this is a huge boon.

The cloud's flexibility, adaptability, and reactivity will make it easier and effortless to commune with your coworkers, business partners, and most importantly, your customers.

Chapter Four

Keep your data safe, and your operation running

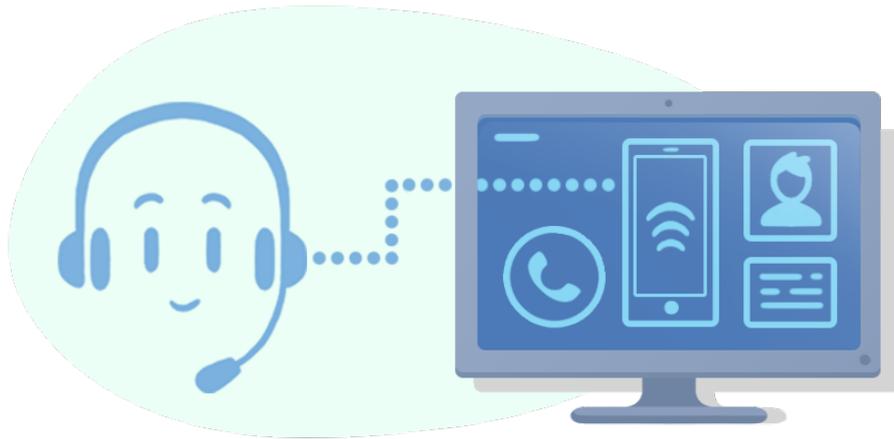
Cloud-based phone systems are more reliable and secure than most realize.

Security

Security is one of the most hotly debated aspects of the cloud, especially when it comes to storage. The business of cloud security is expanding dramatically in order to tighten up cloud-based storage. While there is no zero risk policy to any scenario, cloud experts are eager to debunk these assumptions.

“Cloud providers live, eat, and breathe network security while most other organizations don’t usually list it as one of their core competencies,”
Leo Reiter, CTO, Nimbix.

Cloud providers make it their business to stay ahead of potential threats. It can be difficult to replicate that kind of commitment, relentlessness, and vigilance in an onsite setting. This is especially true if your company is not yet large enough to accommodate a well-staffed IT department.



Reliability

Delegating the maintenance of your installation to a cloud provider takes a good deal of stress off of your business. Since the communication servers your business uses belong to a third party, they will take care of the upkeep.

Uptime guarantee

Cloud-based phone system providers handle a huge volume of data. Therefore, they must deliver a higher quality of redundancy protection and disaster recovery. Downtime is less frequent for a cloud-based setup, and is fixed more quickly in case of a problem. Many providers boast a 99%+ percentage of uptime on their service level agreements upon signing up. On top of this, you can use their services to back up your communications data, call logs, monitoring analyses, and more.

Conclusion

Cloud-based phone systems are gaining ground, and for good reason. Due to their flexibility, ease of use, and affordability, cloud-based phone systems give even very small businesses the same quality tools as enterprise-level companies.

A virtual phone system is agile and elastic, fosters cooperation, and offering monitoring capabilities so that you can always strive for improvement. Your team can communicate more smoothly, and respond to customer demands with speed and accuracy. Your customers are spared effort and time thanks to intelligent call routing. Your phone software integrates with your other tools for a seamless experience for employees and customers alike.

Indeed, a virtual phone system has all the features and reliability needed to grow your business, empower your team, and satisfy your customers. Have you tried Aircall's cloud-based phone system yet?

Thank you for downloading and reading this ebook!

The Aircall logo is a stylized, handwritten-style signature of the word "Aircall" in a light gray color, positioned in the bottom right corner of the page.