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Understanding The Benefits Of Unified Communications And Hosted VoIP

The Benefits Of UC

Adopting a UC solution can provide wide-ranging benefits to any business; not just in terms of user experience, but also from an IT perspective.

Collaboration

One of the major benefits of UC is the ability for remote and mobile workers to work collaboratively with their office-based colleagues. As collaborative working becomes more prevalent, audio and video conferencing provides remote users with a more immersive experience.

Productivity

Having immediate access to all of their communications tools via a single interface saves users time and allows them to remain productive whether they are at home, in the office or on the move.

Decision Making

Projects are often subject to delay if the right decision maker cannot be contacted at the right time. Leveraging the real-time elements of UC can help speed up the approvals process.

Customer Service

Improvements in productivity and accessibility have a positive impact on customer service levels as enquiries can be routed to the right contact and responded to quickly.

Cost Savings

UC provides cost and time savings on a number of levels. A hosted solution is typically much cheaper to implement than an on-premise solution, reducing capital expenditure. Operating costs are also driven down with lower call costs and software licensing fees.

Business Continuity

A hosted UC solution provides much greater resilience as automatic failover and call routing can carry on seamlessly, regardless of user location. By taking communication to the cloud you effectively eliminate the “single point of failure”.

Scalability

UC provided on a per-user, per-function basis is incredibly flexible. Provision can be scaled up or down to meet your changing business needs without the need for additional software licenses and complex rollouts. Additional functionality can be turned off and on as needed and deployed according to user profiles.

Vendor Consolidation

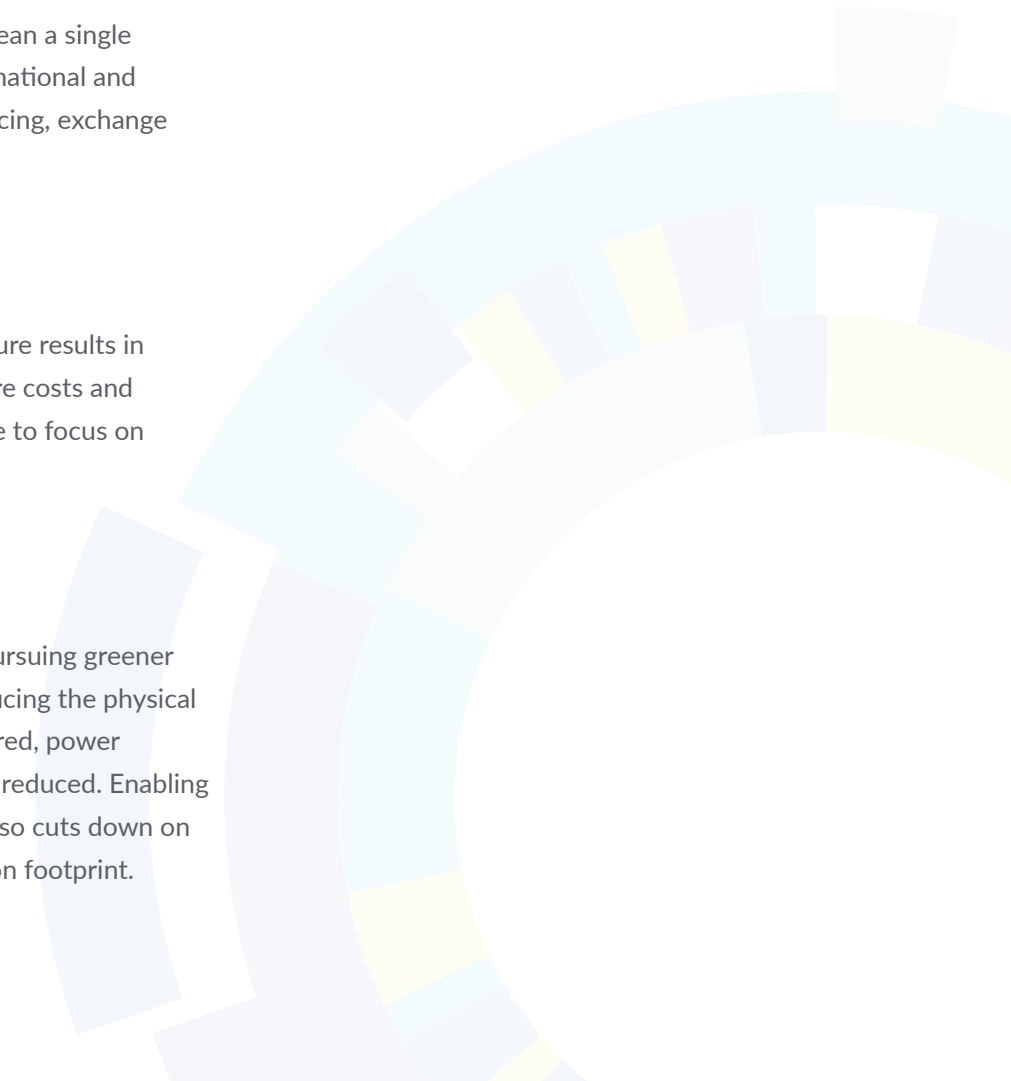
Converged voice and data services mean a single vendor and a single invoice for local, national and international calls as well as conferencing, exchange and internet access.

Simplified Infrastructure

Converged voice and data infrastructure results in a significant reduction in infrastructure costs and management time, freeing IT resource to focus on other business-critical activity.

A Greener Approach

UC can help organisations who are pursuing greener agendas in a number of ways. By reducing the physical number of devices and systems required, power consumption and office space can be reduced. Enabling more collaborative remote working also cuts down on user travel, helping reduce your carbon footprint.



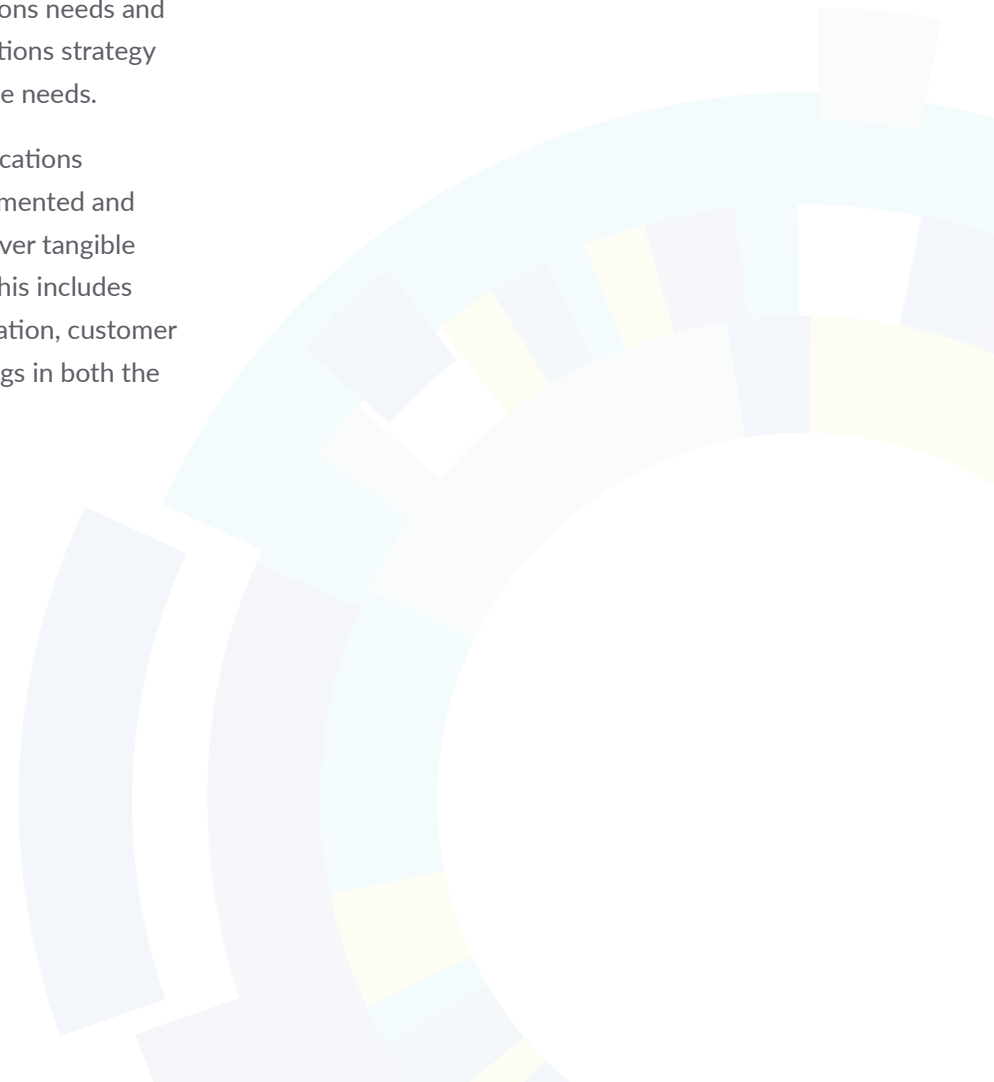
Why UC?

In the always-on, 24/7, global marketplace there is a requirement for businesses to implement a flexible, UC strategy to successfully meet the demands of its audiences. The ability to communicate effectively, and to foster effective communication between internal stakeholders can improve productivity, create a more collaborative working environment, improve team-building, workforce morale, and ultimately create loyalty.

Being able to offer a variety of communication channels makes a business more flexible, scalable and responsive — all key components of successful organisations.

Customers, prospects, employees and suppliers will all have their own unique communications needs and preferences. An integrated communications strategy allows businesses to address all of these needs.

UC is the latest innovation in communications technology that, when designed, implemented and managed properly, will continue to deliver tangible benefits to organisations of all types. This includes improvements in productivity, collaboration, customer service, while also delivering cost savings in both the short and long term.



Benefits of Hosted VoIP

Hosted telephony can provide businesses with a wide range of benefits. Although 75 per cent of organisations initially adopt VoIP because of the cost savings it offers, the corresponding improvements in functionality, flexibility and customer service cannot be ignored.

Instant Scalability

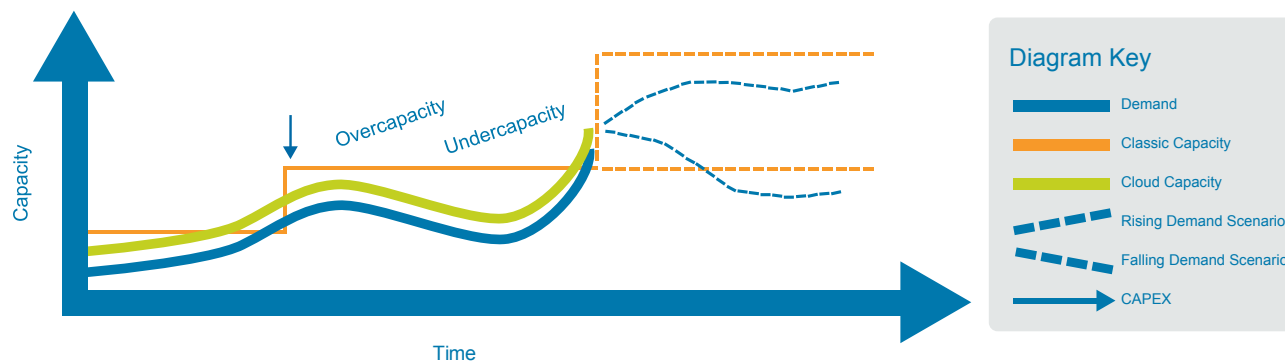
Unlike traditional telephony, provisioning new extensions and functionality is quick and easy. VoIP does not utilise a physical PBX on-site so there are no physical limits to the number of extensions.

The scalable benefits of VoIP extend beyond ease of expansion. The number of users can flex both up and down during periods of high or low demand to ensure your telephony is always “right-sized” and doesn’t leave you missing out on revenue opportunities or paying for hardware you don’t need.

In the diagram below, you can see how cloud technology (represented in green) grows in conjunction with the business (their capacity requirements represented in blue). However, with traditional technology, (represented in orange) there is a pre-defined limit on capacity, meaning the businesses infrastructure is often misaligned with actual requirements.

The business has to contend with the infrastructure being either over or under-capacity, and is constrained by the physical limits of their technology.

At some point, businesses are faced with a decision to invest in additional equipment. What happens if the business doesn’t grow as predicted? You’ve paid for capacity that is no longer required.



Increased Functionality

IP Telephony is characterised by its rich feature set, including intelligent call queuing and routing, call forwarding, audio conferencing, call recording and monitoring.

As all functionality can be tailored to groups or individuals, based on user profiles, there is no over or under-utilisation. Functionality is also paid for on a per-user, per-month basis, so costs are both predictable and manageable.

Reduced Costs

Cost savings are at the heart of a significant proportion of VoIP adoptions:

- A converged network for voice and data offers savings on infrastructure and connectivity.
- A hosted solution negates the requirement for an on-site PBX.
- Outsourcing your communications means you don't need to retain specialist technical personnel.
- Costs are reduced across, local, national and international calls.
- As all sites are linked via a single IP network, there is no charge for internal calls.

Business Continuity

A hosted solution offers benefits in terms of ensuring business continuity. In the event connectivity to an individual site is lost, or an office becomes unavailable – perhaps through fire or flood – calls can be managed within the network and diverted to an alternate office, a number of home-workers, or even mobile phones.

Increased Flexibility

VoIP provides number portability, allowing the same number to be used wherever the user connects to the IP network. This flexibility extends to service mobility – so wherever the phone goes, it takes its functionality, features, voicemail, call logs with it.

Operational Efficiencies

With a Hosted IP Telephony (VoIP) solution, it is no longer necessary to have specialist resources brought in to make changes to the telephone system. Moves/adds/changes can now be carried out with ease via an intuitive web portal from any PC connected to the Internet.

Improved Customer Service

The operational and functional benefits of a VoIP system have a positive impact on customer service levels. For call centre operations, the ability to intelligently queue and route customers helps operatives deliver against key performance indicators such as first call resolution and average call duration.

Sophisticated IVR solutions can help with call avoidance or customer self-service and the scalable nature of VoIP systems makes handling calls during peak periods easier.

The integration of voice with back-office and CRM systems also impacts

on responsiveness, and presence ensures users are contacted in the most appropriate way.

Call monitoring and recording can be used to identify potential skills gaps and are a valuable aid to training, helping to deliver even greater levels of customer service.

Finally, reducing operational costs allows businesses to pass savings on to customers.

Why choose babble?

At babble, we bring businesses and communications technology together in unexpected ways – to make them more accessible, more responsive and more effective.

We work primarily with large and mid-sized UK enterprises and are a recognised leaders in the deployment of UCaaS and CCaaS solutions.

What makes us different is that we are not just fanatical about the technology we work with, but also the endless possibilities that these solutions creates for our customers.

This is why we start by making sure we get under the skin of your business issues and ambitions, as well as your employees' and customers' expectations. By doing this we can bring the technology and the business possibilities together and offer you a choice of uniquely joined-up communications solutions that achieve exactly what you need... in ways you probably never imagined.

And that's how we make you business brilliant.





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