



Choosing a Cloud Voice Provider?

Six Assessment Criteria to Keep in Mind

Choosing a Cloud Voice Provider?

Six Assessment Criteria to Keep in Mind

It's no secret that more and more business functions are taking place in the cloud, and that holds true for voice communications as well. Cloud-based voice systems – also known as Voice over Internet Protocol (VoIP) or cloud private branch exchange (Cloud PBX) – have gained enormous popularity in recent years, especially among small-to-medium-sized businesses. Here's why:



Traditional on-premises phone systems are antiquated.

That means declining quality, high set-up and maintenance costs, and fewer qualified technicians to fix the inevitable problems. When something goes wrong, it may take days or even weeks to find the parts and expertise to fix it.



Wired phones have limited functionality in today's telework culture and distributed marketplace.

Cloud voice on the other hand, allows you to work from home or on the go, connecting multiple office locations with ease and forwarding calls to any mobile phone or other device of your choice.



Even minor changes are cumbersome.

Every time you hire or fire employees, change offices or add a service, you have to go through a time-consuming process with your phone provider to update the system.



Quality of signal is constantly improving.

Cloud voice clarity and reliability are equal in quality or better than traditional analog lines.

Now is the time to move your business to the best, most cost effective and nimble phone technology available: cloud voice. But before you make the leap, let this eBook guide you through six qualities to consider in your cloud voice provider.



1 Tech Acumen

Your first step is to find a service provider that will make the transition smooth and seamless. Look for a provider that:



Has technology at its core.

You need robust cloud voice solutions engineered to meet the demands of an “always-on” business world. Look for a telecom vendor with a track record of tech innovation and delivering industry-first solutions.



Understands your business and adjusts accordingly.

A one-size-fits-all approach won’t do. You need flexible, customizable solutions to meet your needs, and a provider that adjusts the product around you, rather than one that expects you to adjust around the product.



Treats SMBs like important clients.

You deserve a provider focused on meeting the cloud voice needs of small-to-medium-sized business, not one where you’re a small fish in a sea of large-enterprise whales. For the best fit, look for a provider with entrepreneurial spirit and a perspective that your success is their success.



2 Ease of Implementation

Migrating to a cloud-based phone system should be exciting, not overwhelming. To make the transition as easy as possible, look for a provider that:

Offers user-friendly solutions.

You want a provider that offers a solution with easy-to-use features that your business really needs, coupled with user-friendly support, for a cloud communications solution that doesn't take time away from your core business.

Works with your existing technology.

Your cloud-based service should be designed to integrate with employees' current technology – including both personal or business computers and mobile phones.

Transitions without interruption.

You shouldn't have to interrupt your business operations and lose work time as you convert to cloud voice. Find a plug-and-play solution that is programmed and ready to operate the minute you make the switch.

Offers flexible configurations to grow with your business.

Your company has unique needs that may change as you grow, so choose a provider that can adjust accordingly. You don't want the hassle of having to regroup with a different provider a year or two down the line.

3 Cost to Operate

As a rule, cloud voice should save you money and time.
But not all plans are alike, so look for a provider that:



Offers affordable and flexible plans that allow you to customize your services so you get exactly what you want - and you're not stuck paying for features you'll never use.

Allows you to structure your service to optimise your capacity. Over-provisioning lines doesn't make sense and can really add up when you're paying for phone lines that get minimal use.

Enables you to scale up or scale down as needed. Adding or removing users and services shouldn't trigger costly change fees or require a heavy lift on your end.

4 Robust Features to Simplify Communication

Cloud voice technology offers all the bells and whistles of your analog phones, and a lot more. It should work seamlessly with your home and/or office desk phone, cell phone, computer or tablet, wherever you go – but with the ability to maintain privacy by keeping your personal and business numbers separate on the same device.

Make sure your new service includes exactly what you need and want, including what you may want in the future. Look for a provider that offers:

- ✓ Option of a direct dial phone number for each user. No one wants to go through a tedious phone tree to get to the right person if they don't have to.
- ✓ Voicemail transcription. The ability to transcribe a phone message and send it to yourself by text or email is one of the most popular benefits of cloud voice.
- ✓ Automated attendant. Program your VoIP system to answer and route calls using this feature.
- ✓ Call recording. With the permission of the other party, keep an audio recording of important phone calls.
- ✓ Phone manager. Change your business line settings from wherever you are in the world.
- ✓ Integrated calling and texting. See at-a-glance both texts and missed calls to quickly determine urgency of responding.
- ✓ Pre-loaded contacts. Your entire work-related contact list can be added automatically to your device, but kept separate from personal contacts. No need to re-key information.
- ✓ Conversation history. Who said what and when? Find all your interactions on text, voicemails and calls in one place, searchable by contact or date.
- ✓ Conference call capabilities. This feature incorporates multiple phone lines as well as clear voice quality on speaker phone.
- ✓ Group chat. Keep your entire team informed using this quick, efficient texting capability.
- ✓ Push notifications. Set up this feature to make sure you know right away if you've missed a call, text or voicemail.
- ✓ Call queue. Usually an add-on service, this function may be necessary if you use your cloud PBX for customer service calls.

5 Ability to Scale

Most small-to-medium-sized businesses hope to grow in the future, so make sure your phone service provider can grow with you. Look for a provider that can:

Work wherever you work. You may have distributed teams working across the country, or around the world – home, office or on a trip. Make sure your voice system works in all these places and cases.

Easily pivot. You may want to add extensions or more employees. As employees transition, you should be able to manage phone numbers easily.

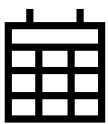
Manage queues. You may want to add or modify a call queue for your business, so the provider should offer that functionality.





6 Exceptional customer service

Your business deserves to be treated like a VIP. To avoid finding yourself in a situation where you're left to fend for yourself with your new technology, look for a provider that:



Is accessible seven days a week.

You may need support on the weekend, so look for a vendor that offers seven-day service.



Has phones answered by a knowledgeable person.

Robo tech support can only get you so far. You need to know a trained and qualified service representative will answer your call and get you the help you need.



Handles issues quickly.

Look for a vendor with a stellar reputation for taking care of issues immediately and successfully. They don't rest until the problem is fixed.



Wants (really wants) your business.

Many big-name providers can sell you a service, but if they have no vested interest in getting or keeping your business, you'll experience sub-par service. Choose a vendor that demonstrates they are willing to earn your business every day.

Cloud voice conversion is the right choice for the times, as wired switch systems will soon be a thing of the past. It's worth taking the time to research, compare and interview providers before you make the leap. Don't settle for "good enough" when you can choose a provider with the exact capabilities and qualities your business needs.

Insisting your new cloud voice provider has all six qualities described in this eBook will save you time and hassle today, and may help you avoid larger, business-impacting headaches in the years to come. If you'd like to hear how Cloudli cloud voice solution is leading the industry in meeting these considerations and more, please call us at 1-877-808-VOIP (8647), or visit the Cloudli website for more information.



About Cloudli

Cloudli Communications delivers feature-rich communications solutions to businesses of all types and sizes, with a track record that spans decades. Today, our key solutions include rock-solid cloud voice communications solutions for small and medium businesses (SMBs); industry-leading secure, reliable IP fax solutions; and easy-to-use multi-media alerts and notifications. With 9,000+ customers – and growing – across the United States and Canada, Cloudli's mission is to offer innovative solutions that exceed expectations and deliver an unmatched customer journey by helping businesses across North America better communicate with their customers. Find us on the web, LinkedIn, X, Facebook and Instagram.

To talk to one of our agents or reseller partners about Cloudli services, call 1-877-808-VOIP (8647), or visit cloudli.com for more information.