



Rethinking Communications
to Grow Your Business

EXECUTIVE BRIEF

Many things about business have changed over the years, but the role of the telephone hasn't. Almost every desk you see still has a telephone on it. But business communications now go far beyond the desk phone.

With cloud communications, the latest business features are available to even very small and medium-sized businesses. Instead of ungainly PBX equipment in the telecom closet, a cloud communications solution delivers all the latest communications advancements right over the Internet, as an affordable, simple-to-manage service.

Beyond the Desk Phone

And the traditional desk phone is no longer the exclusive communication device for business users. Today cloud-based phone features can be accessed from smartphones, tablets and laptops, allowing employees to work efficiently at home, on the road, or away from the office.

Features that Go Further

Now advanced features such as auto attendant, conference bridges, ring groups, chat, web and video conferencing are all available and accessible for any business size.

Some businesses might see these advanced capabilities as “extras” they don't really need. But while it's true that voice communications have been the mainstay of business for decades, the business landscape has evolved quite a bit.

One of the biggest changes (and challenges) facing businesses today is how customers find them, contact them and do business with them. Today's customers use the Internet 24 hours a day, which means your business must be able to respond to them around the clock—not just during traditional “business hours.”

Rather than thinking about new phone features as adding complexity and costs, consider how they can help your business grow. Making your business more available and professional translates into more customers and more sales. How much is acquiring a new customer or closing a new sale worth to you?

A Great Experience Sells

Let's take the example of a restaurant where the average bill per customer is \$50. A potential customer looking to make a reservation comes up with a short list of interesting new restaurants after searching online or using a mobile app. They don't just expect a great meal, they expect a great customer experience. If they can't get through to make a reservation on the first attempt, they will likely try the next establishment on the list.

By making itself available using an auto attendant or call queuing feature, the restaurant stands to make an additional \$50 each time a customer gets through and makes a reservation. Delivering a great customer experience pays off!

Other types of businesses can benefit as well. A home improvement contractor who spends most of the day on job sites can use an auto attendant to route calls, even if the office has a receptionist. Now when calls come in after hours or during the receptionist's lunch break, they are routed to a person, instead of sitting in a general voicemail box waiting for a response.

Business Is Mobile

Softphones and mobile apps might seem like more than your business needs, but if bad weather or a sick child forces you to work remotely, the advantage of staying connected to colleagues and customers becomes abundantly clear. You can make and take calls using your laptop just as if you were in the office. Or you can use a mobile app to turn your smartphone into an extension of your desk phone and handle calls without revealing your personal phone number.

What's the value in making your business available to customers anywhere, anytime? Customers have fundamentally changed the way they do business, and to stay competitive, you need to change the way your business communicates.

8x8 offers cloud communications that can help your business gain more customers, make more sales and increase employee productivity. You and your employees will have the flexibility to work wherever you want, using whatever device is most convenient.

Modern Collaboration

If you're like most people, you're online a lot—and so are your customers. Click-to-dial, presence detection, chat, instant messaging, and video and web conferencing are modern ways to communicate and collaborate with colleagues as well as clients.

Dialing directly from a computer with just a mouse click saves time and ensures accuracy, especially during outbound campaigns. Immediately seeing which team members are online and available to answer a question makes everyone more efficient. Chat capability that is integrated into your online company directory lets employees communicate via instant messaging during calls so decisions are faster and customer service improves. Video and web conferencing enables you to meet with remote colleagues and customers worldwide while dramatically reducing your travel expenses.

When you move to cloud communications, you'll have a business communications system that can provide all these collaborative features—and more.

How 8x8 Can Help

8x8 offers cloud communications that can help your business gain more customers, make more sales and increase employee productivity. You and your employees will have the flexibility to work wherever you want, using whatever device is most convenient.

With 8x8 Virtual Office phone service, businesses can get unlimited local and long distance calling; an auto attendant that lets callers dial by name, extension or company directory; ring groups; conference bridge; music or message on hold; and extension dialing no matter where your employees are located. You can also keep your existing business, toll-free and fax numbers.

Individual users get a direct number, business-class voicemail, advanced call forwarding, low international calling rates, chat, intercom, transferring and call waiting, three-way conferencing, caller ID, call logs, a do-not-disturb setting and integration with Salesforce, Zendesk, Outlook, Skype for Business, ACT! and NetSuite software.

In addition, 8x8 offers a mobile app that allows users to make and take office calls using their iPhones or Android phones, so they can stay connected wherever they are. This is just another example of how cloud communications from 8x8 can help your employees work more efficiently, attract new customers, and grow your business.

Along with all these standard business features, 8x8 offers additional features that make small and medium businesses even more productive. These include web- and videoconferencing, Internet fax and call recording.

With any cloud solution, it's important to understand the architecture behind the service. 8x8 communications are designed with built-in redundancy and no single point of failure. Our secure, top-tier data centers are located in geographically dispersed sites across the globe. We designed our service this way because we take your business as seriously as you do.

Conclusion

Rethinking your business communications strategy doesn't mean you have to change how you do business. But when new communications features help you land a new account or service a customer from a remote location in a way you couldn't before, you may find your business changing—for the better.

8x8 cloud communications can help you make that change easily and cost-effectively. Contact us today to learn more about how improving your phone service can positively impact your entire business.



Find out how 8x8 can help your business. Call **1.855.465.7904** or visit **www.8x8.com**

