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Technology Solutions, Delivered with Care

HOSTED PBX AND UCAAS:

Two Technologies Mid-sized
Businesses Need Today

Whenever anyone asks,

## "Why should I bring hosted PBX or UCaaS systems into my business?"

one of the first answers is usually "cost savings." But, there's so much more going on in hosted private branch exchange (PBX) and unified communications as a service (UCaaS) that talking just about cost does these technologies a disservice. It takes away from the powerful technological utility, the wide range of use cases, and all the other reasons that cloud-based voice systems should be brought into a business, especially a mid-sized one.

HOSTED PBX VS. UCAAS: WHAT'S THE DIFFERENCE?

Hosted PBX (HPBX) and UCaaS are often used synonymously. Typically, hosted PBX refers more to the standard business phone system functionality delivered via a cloud-based service. UCaaS includes the business phone system functionality and next-generation features such as integration to email/CRM/ERP and collaboration tools. We will use both herein but will generally be focused on the UCaaS definition of the service.

HOW HOSTED PBX AND UCAAS BOOST A MID-SIZED BUSINESS
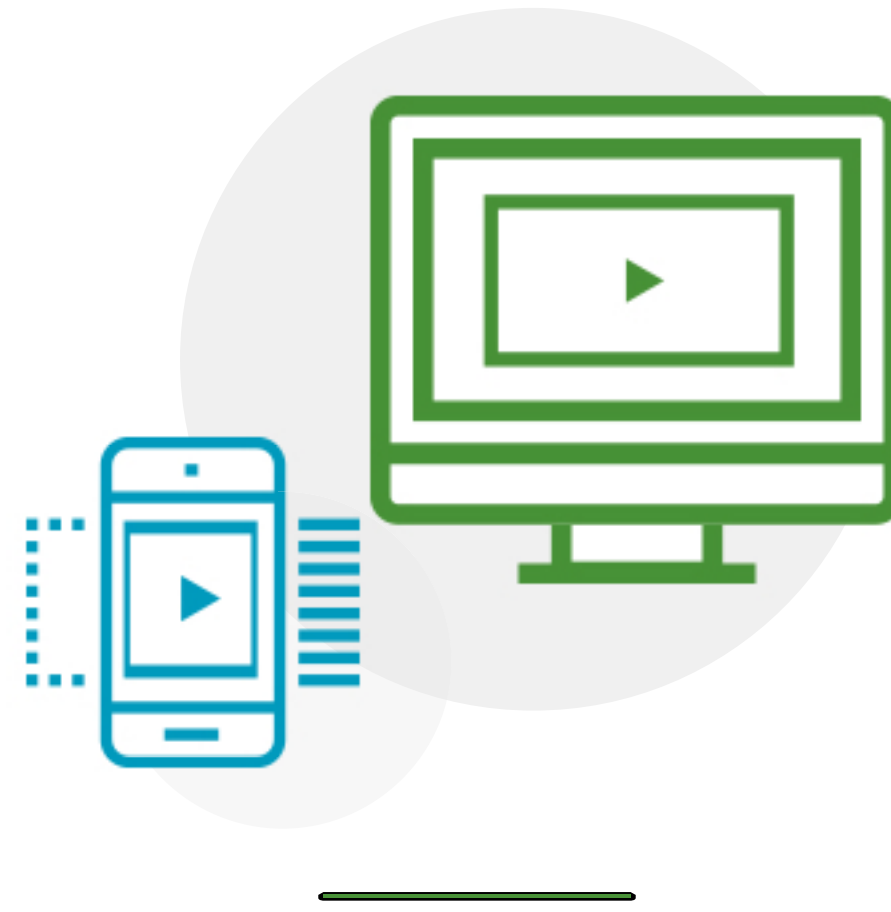
IMPROVE OPERATIONS

Corporate leadership can spend more than half its time in meetings, and middle management isn't far behind at just over a third. With hosted PBX and UCaaS systems, those meetings can be held using cloud-based communications technology, which provides substantial additional capabilities over a traditional conference call including screen sharing, white-boarding, file sharing, and video. It can also reduce total meeting time via increased meeting productivity. Using these collaboration tools cuts down on multitasking and improves engagement. More engagement means more gets done on an average call.

CUSTOMIZATION

Cloud-based voice systems often come with intuitive, customizable interfaces that enable maximum usability from the applications a business already has in place. UCaaS/HPBX systems integrate with most types of CRM software and many ERP systems. This is particularly valuable in contacting and recording interactions with customers. Simple integrations allow customer account information to automatically pop up on-screen from your application based on the caller ID information delivered by the calling party. This functionality enables a higher level of customer focus for support staff.

MOBILITY

Most UCaaS/HPBX providers also offer a smartphone app. The app can be configured to make the smartphone behave as any other business phone would that's connected to the system. For example, it sends your business caller ID info when you place a call, so it appears to the call recipient that you are calling from the business rather than a personal cell phone.

When receiving a call, the smartphone app can be made to ring at the same time as your desk phone, or in sequence after ringing your desk phone for a defined period.

These mobile applications can also be used for IM and business SMS/texting – providing true business communications mobility – all from a single phone number and without a separate business mobile phone.

SCALABILITY

Most mid-sized businesses have it in mind to become full-scale enterprises one day. What better way to pursue that goal than to have systems in place that can not only accommodate current needs, but also rise to meet future needs? That's what scalability is all about, and both hosted PBX and UCaaS –thanks to their customization capabilities – can fit the bill of needs both today and tomorrow.

Since these systems are cloud-based, they can be purchased as they're needed and expanded or even contracted later when more or less capacity is required. This works wonders for businesses that have a "busy season," which requires them to temporarily add seats, but it also works well for businesses that have an eye toward more permanent expansion. One enormous benefit of UCaaS/HPBX is that you're always on the latest version of the application. No laborious conversions, just seamless access to the latest your provider has to offer.

TALENT

The 2016 State of Small Business report from Wasp Barcode Technologies revealed that, for mid-sized businesses, the top two concerns were revenue growth and hiring employees.

Hiring can be a major challenge, but with hosted PBX and UCaaS, adding telecommuting and remote workers to your lineup is a much easier proposition. Cloud-based voice, video, and collaboration tools allow you to connect remote employees as if they were in the office. And, by offering telecommuting, you can open your hiring pool to new geographies.

WHEN YOU'RE READY TO BRING IN HOSTED PBX AND UCAAS

From scalability to employee retention, the reasons are there to introduce cloud-based voice to your business. When you're ready to make these systems part of your operations and take advantage of all these benefits, get in touch with us at **Access One**. Email us at **info@accessoneinc.com** or call 800-804-8333 to learn more about how our services are specifically geared to help mid-sized businesses. We can provide you with the tools that help you grow in this rapidly-changing communications technology environment.