



A New Era in Voice Communications

A new era in voice communications is not just a catchy phrase, it is the real deal. Read on.

Voice is Important

Most of the **business interactions that really matter** occur over the phone.

- Your critical 'first impression' is often through a phone call.
- A sales inquiry leads to a good impression.
- A sales follow-up moves a prospect closer to a purchase.
- A current customer is pleased with support received.

In spite of this, we take voice communications for granted. We answer the phone or dial a number. It's easy, so we hardly give it a second thought.

Are You “Stuck Thinking Inside the Box”

For as long as we can remember, business phone service has been one line, one number and \$50-\$70 every month. But at one time or another, most of us have dreamed of what might be....

- Your call volumes vary greatly from month to month. Imagine if you paid for the lines you actually used instead of the number used in the highest volume month?
- You have a very special customer. Imagine if his calls rang directly to his account manager's phone.
- You spend a lot on advertisements. Imagine if you knew exactly how many sales calls were generated by each advertisement, and how many turned into sales.
- A key employee is home with sick kids. Imagine if you could transfer calls directly *to and from* that employee's home phone, just as if he were at his office desk. And, without giving out his home phone number.
- You need to improve your sales presentation. Imagine if you could seamlessly record sales calls for training purposes.
- You will be out of the office for a while. Imagine if you could have important calls transferred to your cell phone, *and* be able to transfer those calls *back to your office*.

As they say, “dream on!” We all know that phone service from the phone company will not do those things. We don't even *bother* to ask anymore. Worse than that, we don't even bother to think about what true phone service could do for us. And that is just another way of saying “we are all stuck in the phone company's box.”

But now there is a way to escape – lets see how!

The Internet Revolution, Part II -or- Escaping the Box

The Internet has revolutionized written and visual communications. Snail mail is out, email, instant messaging, and file transfers are in. The key is that computers are now in the middle of the information flow.

A similar revolution, called VoIP (Voice over Internet Protocol) is underway for voice communications. Because it uses Internet technology, computers can get in the middle of the information flow.

With VoIP phone service you still talk on the phone just like the old phone service, but the VoIP phone system knows who called, what number the caller called from, what number the caller dialed, all the times the caller called before, and much more.

With this new technology we can now make your voice communications work for you.

- Because the VoIP phone system knows which number the call came from, it can tell if the call is from a 'special' client and it can route it directly to a particular staff member.
- Because the VoIP phone system knows which number the caller dialed and the ad campaign in which the number appeared, it can quickly tell how many sales calls resulted from each ad campaign.
- Because the VoIP phone system does not require a special phone with a lot of buttons, a regular telephone handset like everyone has at home (including the employee with the sick child) can be used to receive and transfer calls.
- Because the VoIP phone system uses Internet packets that already contain digitized voice, it is easy to capture phone conversations or voice mail messages and play them back later, even on your Blackberry.

Thinking Outside the Box

Way outside the box . . . Imagine a phone system that could do ANYTHING we ask of it.

It would be intelligent, speak English, emulate the voice of each staff member, talk to our clients, make sales, fulfill orders, pay our taxes.... while we vacation in the Bahamas... no one will know we are gone!

Reality is now a lot closer to that dream than it is to the phone company's old box.

So, we would like you to think about *how your voice communications should work for you*. Do not think in terms of technical details or limitations (that is our job), you just think about what the end product should do.

You may proceed with confidence, knowing that the tools to achieve your objectives are now available, **even to the smallest of businesses, and at a reasonable price.**

Please read through the questionnaire "Making Voice Communications Work for You". We hope it will provide some ideas for thinking outside the box.

