



## 5 Things To Consider with Business Communications & VoIP

A lack of effective communication will damage any business relationship.

With the rise of technology, traditional landline phones are slowly becoming obsolete because they fail to help businesses communicate in the way they demand. Instead, businesses are turning to Voice over Internet Protocol (VoIP) for their telecommunication needs, and other app-driven means to keep employees connected.

Business communication tools and VoIP allow users to make phone calls using a broadband connection rather than a traditional phone line. This technology has many benefits for businesses, including cost savings and increased flexibility.

However, before implementing VoIP, there are five important things that your business must know.

**1**

### Understanding the Basics of VoIP

VoIP uses packet-switched networks to transmit voice data in digital form, making it more efficient than traditional phone systems. It works by converting analog voice signals into digital data and then sending it over the internet to the receiver. This process allows for high-quality voice calls and other features such as video conferencing, call forwarding, and voicemail transcription. Before implementing VoIP, it is crucial to ensure that your network infrastructure is compatible with the technology. VoIP requires a reliable internet connection with enough bandwidth to support voice data traffic. If your business does not have this, your employees will become frustrated.

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## 2

### Cost Savings

One of the main reasons businesses are switching to VoIP is due to its cost savings. With traditional phone systems, businesses are often charged per minute or per call, resulting in high monthly bills. VoIP allows for unlimited local and international calls at a lower cost. Additionally, since VoIP uses the internet for calls, businesses can reduce their expenses on hardware and maintenance. VoIP also comes with features and flexibility that offer a wide range of features that can enhance business communication. These features include call recording, call routing, auto-attendant, and e-faxing. With VoIP, employees can also make and receive calls from anywhere if they have an internet connection. This flexibility is especially beneficial for businesses with remote employees.

## 3

### Advanced Features

VoIP offers advanced features that traditional phone systems cannot match. This includes video conferencing, call recording, automated attendants, and voicemail transcription. These features allow for more efficient communication within a business and with clients or customers.

For example, video conferencing can eliminate the need for in-person meetings and save time and resources. Automated attendants can handle incoming calls and direct them to the appropriate department or employee, improving customer service. Plus, you get a scalable and flexible solution with VoIP. With traditional phone systems, businesses often need to purchase additional hardware when expanding their operations or adding new employees. However, with VoIP, businesses can easily add or remove phone or applications as needed.

## 4

### Quality of Service

While VoIP offers many benefits for businesses, it is important to note that the quality of service may vary depending on internet connection and network infrastructure.

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Poor internet connections or high network traffic can result in dropped calls or poor call quality. It is crucial for businesses to have a reliable internet service provider and proper network setup to ensure high-quality voice calls. Quality also includes integrations with other business systems. VoIP can easily integrate with other business systems, such as customer relationship management (CRM) software and email applications. This allows for seamless communication across different platforms.

## 5

### Security Measures

As with any internet-based technology, security is a concern when using VoIP. However, with proper security measures in place, such as encryption and firewalls, VoIP can be just as secure as traditional phone systems. While VoIP offers many benefits, it is not without its potential security risks. VoIP calls can be susceptible to eavesdropping, leading to unauthorized access to sensitive business information. This is relatively easy for cybercriminals as VoIP calls transform into data packets over the internet. Secondly, Denial of Service (DoS) attacks are also a threat in which the attacker overwhelms the system with traffic, causing it to become unavailable to users. Lastly, VoIP systems can be compromised by malicious software, or malware, resulting in data loss or extortion attempts. Therefore, it's crucial for businesses to implement robust security measures, such as encryption and authentication protocols, to safeguard their VoIP communication.

### What Are You Waiting For?

VoIP is a cost-effective and flexible solution for businesses' telecommunication needs. By understanding VoIP and its benefits, businesses can make informed decisions about implementing this technology into their communication system.

With proper security measures in place, businesses can enjoy the full advantages of VoIP without compromising their sensitive information. So, whether you're a small start-up or a large corporation, consider making the switch to VoIP and take your business communication to the next level. Convergent Networks has a proven process and many years of experience to help guide you in implementing your business communication and VoIP solution.

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