



BUSINESS TOOLKIT

**Business
telecommunications**



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Yorkshire Chamber
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5 TOP TIPS

Business telecommunications

Nasar Hussain
Founder and Managing Director
etc.

Telecommunications has always been important, however over the last 12 months it has become evident exactly how crucial a solid Internet connection and telephony is to all types of businesses and organisations.

After people have researched a business or organisation on the Internet, a telephone call is usually the first human touchpoint with them from an external point of view, therefore it is imperative that this call is answered professionally, by the right person and in a timely manner. A telephone system provides a gateway for these external calls and also serves as a vital tool to communicate internally whether that includes users sat in the same office, between multi-sites or whilst working remotely.

Simply put; wherever you are and whatever you do, a reliable telephone system will allow you to do the basics (and much more) substantially more effectively. Here are a few top tips for you to consider that make a telephone system work as efficiently as possible for you:

1 Connectivity

If you are investing in a telephone system then it is more than likely you will have a cloud based VoIP (Voice over Internet Protocol) system or you will be utilising SIP (Session Initiation Protocol) trunks employing an on premise telephone system. Both types of system require a stable Internet connection, therefore it is paramount that you are equipped with affordable, business grade Internet connectivity. Solid Internet connectivity also makes using other cloud based platforms like accounting packages, email platforms, conferencing platforms such as Zoom/Teams much more accessible. For those who work remotely from home, it's not always affordable to have business grade connectivity at home however to ensure you get the most out of your connection you can use a Local Area Network (LAN) cable wherever possible instead of Wi-Fi as this will minimise the "lag" which can be frustrating when utilising the new ways in which we now communicate.

2 Device

VoIP can be utilised across multiple devices; traditional desk phones, desktop client on your PC or laptop connected to a headset or even an app on your smartphone. This comes down to preference - if you are old fashioned like me, there's nothing like picking up a phone receiver to a sales call and closing a deal! Whatever you decide to choose, consider the ease of use and how this can integrate with your data systems in your normal work practices and procedures. This is all the more important with blended working becoming increasingly popular, which means embracing new ways to talk and meet is part of the exciting challenges we are beginning to overcome.



Nasar Hussain
Founder and Managing Director
itc.

itc. deliver affordable business grade connectivity and telephony to organisations across the nation.

3 Anywhere, anytime

Once you have chosen your device(s) then the ability to call from anywhere at any time is just around the corner; imagine being sat in Dubai and calling a user in the UK and presenting your office number. I know what you are thinking; “why would I want to call anyone when I’m away?”. When speaking to most hands-on business owners, it’s crucial they have their “ear to the ground” even when they’re not at the office - VoIP allows you to do exactly that by speaking to staff/customers/suppliers if required from wherever you are and crucially showing the business number, all whilst avoiding expensive call charges.

4 Call bundles

VoIP uses data packets and the Internet meaning internal calls are free. When “breaking out” of the VoIP network (chargeable calls) it is important your package has “bundled minutes” to include local, national and major mobile calls which gives your organisation a fixed cost per user. This allows for easy management of devices/users and it’ll keep the Finance Director at bay.

5 Integration

VoIP presents a fantastic opportunity to collaborate, not only with users - but with systems, ensuring there are plugins with CRM and video conferencing services like Teams makes it perfect for organisations who need to be switched on and ready to do business.

Ultimately, getting the right telecoms package and connectivity deal will make your organisation more effective and efficient. This puts you in control by ensuring your staff/users are adequately equipped in order to embrace your customers wherever they are and ensuring it’s business as usual (BAU) irrespective of the circumstances.

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