

5 *SIGNS*

You Need to Upgrade Your Phone System



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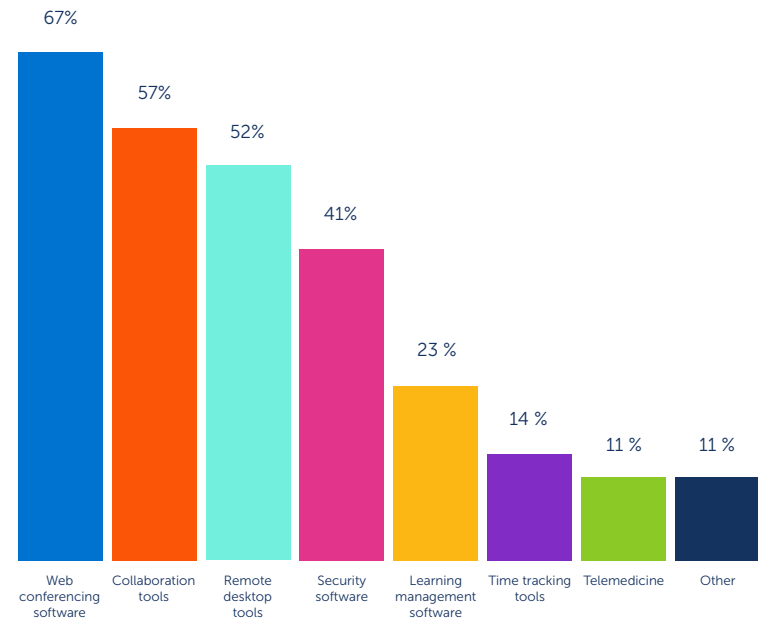
- 1 | Do you lack common features?
- 2 | Are you managing your business or worrying about your phone system?
- 3 | Does your phone system enhance your bottom line?
- 4 | Can you take your system anywhere?
- 5 | Are you up on the greatest and latest?

Do you lack common features?

Worldwide, organizations sent their employees home to work remotely amidst the pandemic. To ensure business continuity and productivity, IT leaders invested billions of dollars in web conferencing software and collaboration tools. If you had to invest in these tools, then your phone system let you down. It's time for an update to your system where these features are standard.

Updates introduce technology improvements and new features that continually increase your organizational efficiency, productivity and security.

Where are businesses increasing software spending?



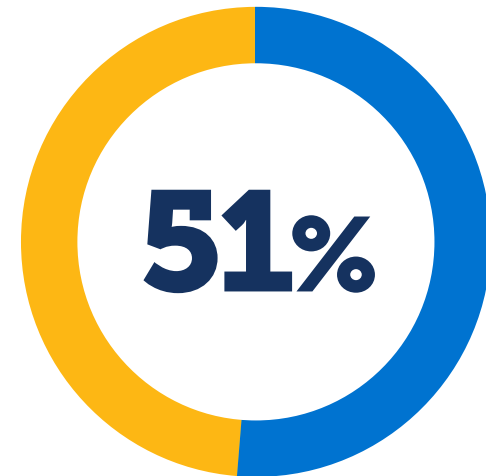
Details: Worldwide; TrustRadius; April 9-10, 2020; 2,168 respondents; TrustRadius database of software buyers and users ; Email survey

Are you managing your business or worrying about your phone system?

Your priority should be growing your business, not managing your phone system. So how do you know if you're investing too much time maintaining your current phone system? Easy, just ask yourself these four questions:

1. Do your employees **use their mobile devices** instead of your phone system?
2. Can you **add new licenses and services** quickly without overworking your IT staff?
3. Do **software upgrades** happen automatically?
4. Are you getting **one invoice from one vendor** or do you have multiple applications that basically do the same thing?

If your answers for one or more of these questions make you uncomfortable, you're spending too much time dealing with an outdated phone system. Today's systems can give employees mobility, scale with your needs, update automatically, and are so full of features, that you can simplify communications and collaboration to a single tool.



Organizations concerned that their IT infrastructure will not cope with extra working from home.

Details: Worldwide; HfS Research ; April 2020; 631 respondents; 18 years and older; Representatives from major enterprises

Does your phone system enhance your bottom line?

Like all the other technology investments you have made, your phone system should be strategic in helping to boost your bottom line. Integrating your phone system into your current technological environment provides access to intelligence that enables your people to be more efficient and productive. To see if your phone is doing its job, ask yourself these five questions:

1. Is your phone system **integrated with core applications** like CRM, ERP, ATS or others?
2. Does your phone system **provide invaluable data** that enables you to optimize staff levels, evaluate employee performances, analyze marketing spends, and understand customer behavior?
3. Can your system keep up with **rapidly evolving capabilities** and accommodate new features?
4. Does your phone system **help sales reps** be more productive?
5. Is your phone system a **powerful tool** for training and coaching employees?

If you answered, "No" to any of the above questions, count it a sure sign that it's time you tapped the hidden resource that is your phone system, and put it to work for you.



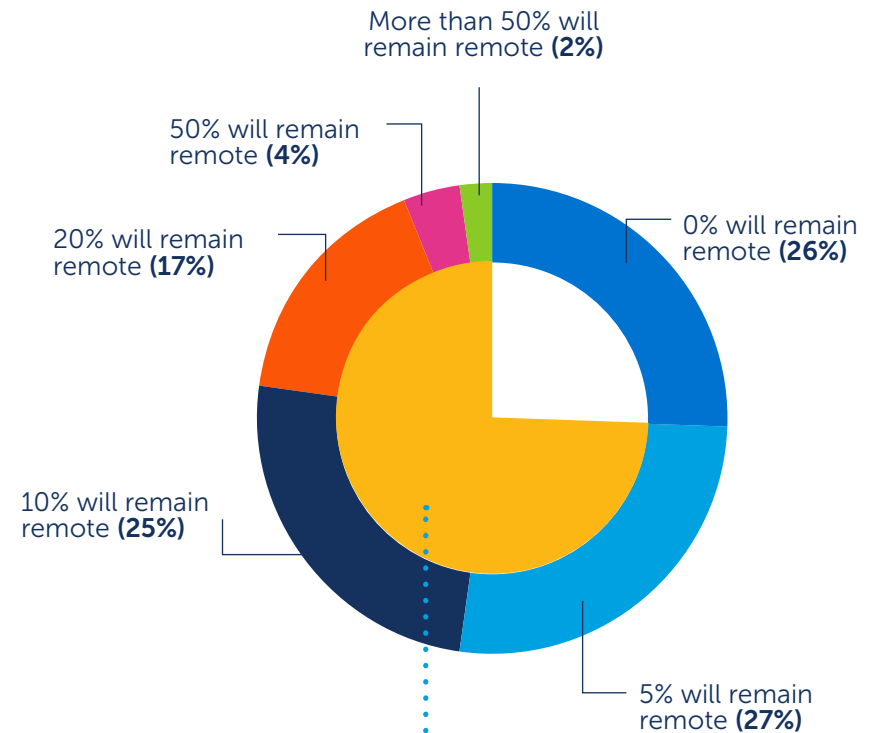
Source: 2021 Global Customer Experience Benchmarking Report

Can you take your system anywhere?

The ability to take calls from anywhere no longer a novelty, it's a necessity, and your phone system should support you wherever you go. Whether you still work from home, you have returned to the office, you're working from the road or at a coffee shop, your phone system should allow you to communicate with customers as though you're at work. If you can't use a desk phone, computer or mobile phone to transfer a call to a co-worker because you aren't in the office, then you definitely need to update your phone system.

Nearly **75%** of organizations worldwide will have a portion of their workforce that will remain remote following the pandemic.

What percentage of your workforce will remain permanently remote post-COVID who were not remote before COVID?



Source: Worldwide: Gartner: April 2020, 317 respondents; 18 years and older, CFOs and France leaders

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What are you missing out on? Your phone system can do all these things and more. All you have to do is update your system. You're probably already paying for software assurance (SWA), so getting current comes at no additional cost to you. For incremental investment, you can add mobile communication, collaboration and video seamlessly to your system and save thousands of dollars over piecemealing services from specialized vendors.

Check out this **Migration Matrix** to see what capabilities getting current unlocks for you.



We hope these five signs have **saved you time** determining if it's time to update your phone system. Get on the latest and greatest version of your system and learn what capabilities you've been missing out on. Your system can do more than you ever thought it did.

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