5 Phone Upgrade Myths

Why upgrading your phone systems may be easier than you think, and the realties that can help grow your business.

MILNER

It's easy to dismiss the need to upgrade phones periodically. You might think that they're not that important, it's too difficult or expensive, or that they're not broken – so why "fix" them?

Many of these objections are based off of myths and overlook the importance of an updated phone system. Organizations who are trying to grow their business, for example, can't do so as easily with a legacy system versus a cloud-based IP phone. Companies wanting to acquire another business will struggle to merge two different phone systems into one.

The reality is that your phone system is your lifeline to sales, customer service and the innovation that drives your business ahead.

There are a number of reasons why phones get overlooked in the technology push forward. Many of these are based on myths. By understanding both the myths and the realities, it becomes clearer that phone systems are vital to the heart of the organization – and they're not so difficult to obtain.

5 Myths About Changing Phone Systems

1 Phones aren't that important anymore

Reality: your phones are the hub of communications, vital to your customers and your employees.

Between emails, chats, SMS and social media, many organizations leverage a variety of communications platforms to interact with their customers, leading managers think that phones are going the way of the dinosaur.

The reality though, is that phones are as vital to communications now as they ever were. The only thing that is getting outdated are the stand-alone desktop phones that don't integrate with other communications tools.

A decades-old phone system offers limited functionality that ultimately hampers your ability to stay in touch with customers quickly and easily, and hinders the ability of your employees to work together collaboratively. Alternatively, platforms that integrate phones, instant messaging, video conferencing, collaboration and mobility options can enable customer service to solve issues more quickly, and gives workers the tools they need to be more productive in a collaborative and mobile environment.

Communication is always going to be the lifeblood of any organization, and phones are as relevant today as they were twenty years ago. The only difference is that now, they need to play nicely with other technology.

MILNER

2 It's too difficult to change phone vendors

Reality: With the right vendor, switching phone systems is smooth and as painless as possible.

Changing vendors of any kind can make any manager duck and cover. It certainly has the potential to feel like a nuclear threat to the company. Like any other technology change, a new phone system comes with inherent risks. But, like any other IT decision, shopping around can help you mitigate those risks.

Look for a vendor who immediately acts as a consultant, asking questions and working to determine the right solution for your organization. No matter what good things you've heard about premise-based or cloud=-based, for instance, a telecommunications expert will be able to pinpoint the solution that offers you the best bang for your buck.

When you work with a vendor who can offer you a variety of options and solutions, and who is engaged from the pre-planning assessments through implementation and, perhaps most critically, training, the process is much smoother.

Keep in mind too, that a new phone system can be deployed in phases, rather than as a single cut-over. These phased approaches are optimal as they offer you an opportunity for testing and ironing out any potential issues without knocking your entire communications network out of commission.

3 Employees don't want to learn anything new

Reality: When you offer employees technology that makes their life simpler, they're all ears.

Yes, employees can be resistant to change. But did you know that using old technology can lower the morale of your employees? Especially when that technology is not working right, or doesn't have the intuitive feel that we've become accustomed to in recent years.

Consider now that a unified communications (UC) system offers employees more flexibility in the way they work, with options to use their smartphone or computer as a soft desk phone, or use collaboration tools on their iPad. Your staff will be eager to learn about technology that makes their work easier and offers more convenient methods of communications with their co-workers, customers, prospects and resources. The result is happier employees, not resistant ones.

Unified communications systems are simple to use, and offer tight integration with core software, like Microsoft Outlook, for added convenience. That means faster adoption rates and fewer help requests. Shop for a system that gives you plug and play simplicity for all of your workforce across all of the platform's communications options, such as collaboration, mobility, contact center, telephone and instant messaging.

MILNER

4 It's too expensive to change phone systems
Reality: Your existing phone system could be costing you more.

Many businesses have a patchwork of phone systems, some even from different manufacturers and vendors. These cobbled together systems create unnecessary issues for communications within the company. People are wasting time being unproductive and you're paying a premium to maintain a technology relic.

When you look at the total cost of ownership, a lot of newer-to-market options, like unified communications, offer you big savings. Unified communications offers you lower upfront costs and the option of "paying per seat" by leveraging hosted phones, so your new investment can be drawn from operating expenses and not require a capital investment. A unified communications platform is more scalable too, so as you grow your organization your phone system can easily accommodate the changes without sinking your business.

5 Integrating new phones with software is difficult
Reality: Integration of communications and core business applications is straightforward and offers immediately tangible benefits.

Today's communications systems offer the ability to connect phones with core business applications, such as customer-relationship management (CRM) tools. However, many managers find the integration too expensive or difficult to implement with some of the existing platforms out there.

It's important to first note the benefits of integrating voice Integration of voice, SMS text and chat directly into your CRM and other software. This integration allows your workforce to maximize productivity and frees them from the inconvenience of having to manually input data, set reminders and switch between applications to access information.

Some Unified Communications solutions offer built-in "plug-and-play" integrations with major business software, such as Microsoft dynamics or Salesforce, making integration a possibility for all users without the hassles that a manager might be dreading. Work with your vendor to find the phone system that will offer the easiest platform to work with your existing software.

Don't let your phone systems hold you back. Contact us for a free consultation with one of our communications experts and stop letting myths like these hold you back from achieving your business objectives. Visit https://www.milner.com/customersupport/contact-us or call 800-875-5042.

MILNER

www.milner.com

© 2018 Milner, Inc.