



# **5 Ways a VoIP Phone System Enhances Small Business Communications**



**If you're like most small business owners, you know firsthand what it's like to wear a lot of hats. A typical day might see you answering the phone while reviewing invoices or submitting payroll. A quick glance at your desk might show a stack of papers to sift through and organize.**

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Then the phone starts ringing. You take calls as quickly as you can, but the hold queue is growing. You can't answer questions fast enough. You give instructions to your employees and resolve customer concerns while the hold light flashes an angry shade of red. If you're handling calls without the help of a receptionist, it can feel like you're constantly declining new opportunities for business.

This is just one scenario where a VoIP phone system can help a small business, and it's only the tip of the iceberg. VoIP phone systems make it easier to [schedule appointments](#) and communicate with your team. Many small businesses learn they actually save money on their phone bills when they make the switch.

In this ebook, we'll explain in detail what VoIP is and why it can be a small business's secret weapon, especially once you discover how it can improve both your internal and external business communications. You'll get insight into how VoIP can wow your clients while also helping your everyday operations run more smoothly.



## What Is VoIP?

Short for “voice over internet protocol,” this communication breakthrough allows calls to connect through the Internet. By using internet connectivity instead of old copper wires, telephone poles, and other outdated equipment, users experience better call quality.

This technology can be used anywhere in the world. As long as you have an internet-connected computer and a headset (or office phone or mobile phone), then you can use VoIP. In addition to transmitting calls, VoIP can

also send data back and forth, just as you do with the internet when you search for something on Google, pull up a web page, or watch a movie on Netflix.

You might hear VoIP referred to as IP telephony, internet telephony, broadband phone service, or broadband telephony. All of these terms mean the same thing. If you’ve ever used Skype or FaceTime to communicate in your personal life, you’re already familiar with how VoIP works.

# How many businesses have VoIP?

Today, approximately [31% of businesses](#) in the US use VoIP systems. When surveyed, these organizations point to lower costs and increased productivity as the primary reasons for switching.

No matter the size of your small business, traditional phone systems can be both expensive and clumsy to operate. Even a simple voicemail or phone forwarding system can cause problems.

Small business owners, their employees, and their customers all experience higher levels of frustration when a phone system isn't responsive enough to a sudden influx of calls. Setting up adaptive phone trees and missed call auto texts simplifies how small businesses deal with the demands of busy call times.

With VoIP, you can make all of these changes easily. [VoIP has the advantage](#) of drastically reducing and even eliminating the cost of the following:

- ✓ Long-distance charges
- ✓ Employee moves, adds, and changes
- ✓ Voicemail
- ✓ Call forwarding
- ✓ Video calling
- ✓ Conferencing



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**How can VoIP help enhance  
your communications?  
We've identified five  
valuable strategic benefits.**



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# Make a great first impression

A phone call is often the first live, interactive experience a potential customer has with your business. Put yourself in the shoes of your clients and think for a moment about what happens when they call your business.

[Being able to handle](#) the call volume at busy times of day shows your potential customers you value their business. A VoIP phone system allows you to connect calls with customer profiles that include customer snapshots, upcoming appointments, and [overdue balances](#). This way, employees know with whom they're speaking immediately and can provide optimal customer service.

When you're swamped with calls from employees and customers, it's easy to sound grumpy and frustrated over the phone. You don't want potential customers to feel rushed or that their call is an inconvenience. You never get a second chance to make a first impression.



A VoIP phone system solves all of these frustrations by [answering calls automatically](#) and routing them to the right person. As a result, hold times are limited, your team isn't stretched so thin, and those busy signals are a thing of the past. When a caller is on hold, you can provide music and prerecorded messages that contain helpful information about your services.

# Improve the customers experience



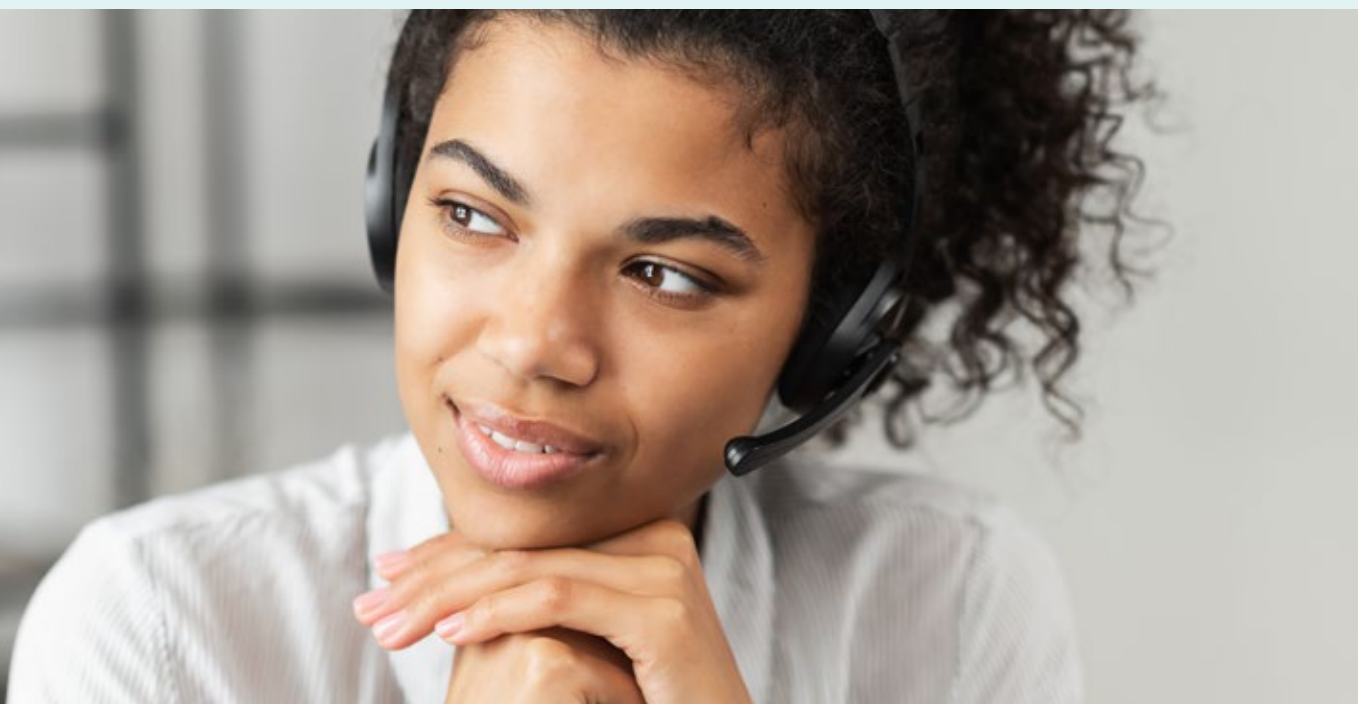
## Auto Attendant

VoIP goes beyond just answering calls quickly and taking the pressure off your staff to get to the phone on the first ring. The auto-attendant works as a virtual receptionist, directing callers to the service they need and answering basic questions. It's also available 24/7 and never needs to take a bathroom break.

Auto-attendants provide a friendly and professional recorded voice to greet your callers. The greeting is followed by options to get business hours, set up an appointment,

pay for services, reach a specific member of your staff, or speak directly with a person. The auto-attendant is highly customizable and can be set up however you like.

With VoIP, your phone system can give directions and provide additional helpful information without involving you. You and your employees are free to answer questions and handle functions that go beyond the basics. Welcome to next-level customer service.





## CRM Integration

VoIP can also be set up with a CRM Integration, meaning that the caller's phone number will match your customer database. When you answer a call through Weave, the system displays a customer's relevant information on your computer screen. That way, you don't have to worry about figuring out which customer you're dealing with on the fly.

Some systems also include a video conferencing solution. This feature allows you to launch web conferences and make video calls. This feature is helpful if you are training new employees or need to make a presentation to an important client.



## Sound Quality

Another reason that VoIP improves the customer experience is that it provides superior sound quality. As technology continues to advance, VoIP is the clear choice if you want your phone calls to sound crystal clear from anywhere.



# Provide flexible communication options



## Remote Answering

[VoIP phone systems](#) are known for working anywhere with an internet connection. As you can imagine, this gives your team much more flexibility. Small business owners can take calls from home or from the office.

While the ability for remote answering isn't exactly new – cell phones and call forwarding have been around for decades – the ability to link any mobile device to your business's phone system is. As a result, employees can experience a better work-life balance, and your office can offer more flexible hours for your team.

Events like the COVID-19 pandemic have forced small businesses to find more flexible options for working remotely. Weave's Mobile App helps office employees stay in touch with team members that might be working remotely.

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**I use the Mobile App because I am always on the go,” says Jessica Bacci, an office manager and Weave user. “It is nice being able to stay connected with the office even though I am not in the office.”**



## Call Delegation

Another VoIP feature that promotes flexibility is known as the Busy Lamp or Delegation Mode. When you or another employee is focused on helping a customer or running an errand for the office, you can set your status to “busy” in your VoIP application. The system will automatically forward inbound calls to your office manager, receptionist, or another person you choose. When you're ready to take calls again, all you have to do is update your status with the click of a button.

The Delegation Mode feature is especially valuable for small teams that share the responsibility of answering phones. Small businesses can set a hierarchy of who answers calls, and if one person is busy, they can temporarily take themselves out of the queue.





## Visual Voicemail

Instead of having to dial into your voicemail, Visual Voicemail lets you see all of your calls and messages on a single screen and listen to those messages in any order you choose. Access saved voicemails, skip from one message to another, and forward information through a visual format like you see on your iPhone or Android.

Just like with today's smartphones, you can select the message you want and listen to it on-demand. You can also choose to receive email transcriptions of the message. Visual voicemail stops the problem of miscommunication and confusion in message forwarding. virtual



## Document Sharing

[A VoIP phone system](#) isn't limited to voice data. It can transfer documents, links, and files, meaning you can send a customer a bill or share other information while you're on the phone. You don't have to switch through a bunch of systems or deal with data limitations when you're transferring a large file.



## Tracks metrics and analyze results

With a traditional phone system, tracking employee and business activity can be a challenge. These systems track very few metrics. Without sophisticated VoIP software, you're likely to be limited to seeing call volume and call times.

An integrated VoIP phone system can track virtually anything. Once the data is tracked, it can be easily turned into reports that allow you to see a picture of your business, evaluate employees, and discover where changes should be made to improve your bottom line. These metrics also help you identify your busiest call times and increase office staffing during those hours.

### Some of the most commonly tracked call statistics include the following:



- ✓ Which employee answered a call
- ✓ Average call length
- ✓ Hold times
- ✓ How many calls an employee answered
- ✓ Number of abandoned calls
- ✓ Call back stats
- ✓ Peak call times
- ✓ Waiting times
- ✓ Call outcomes



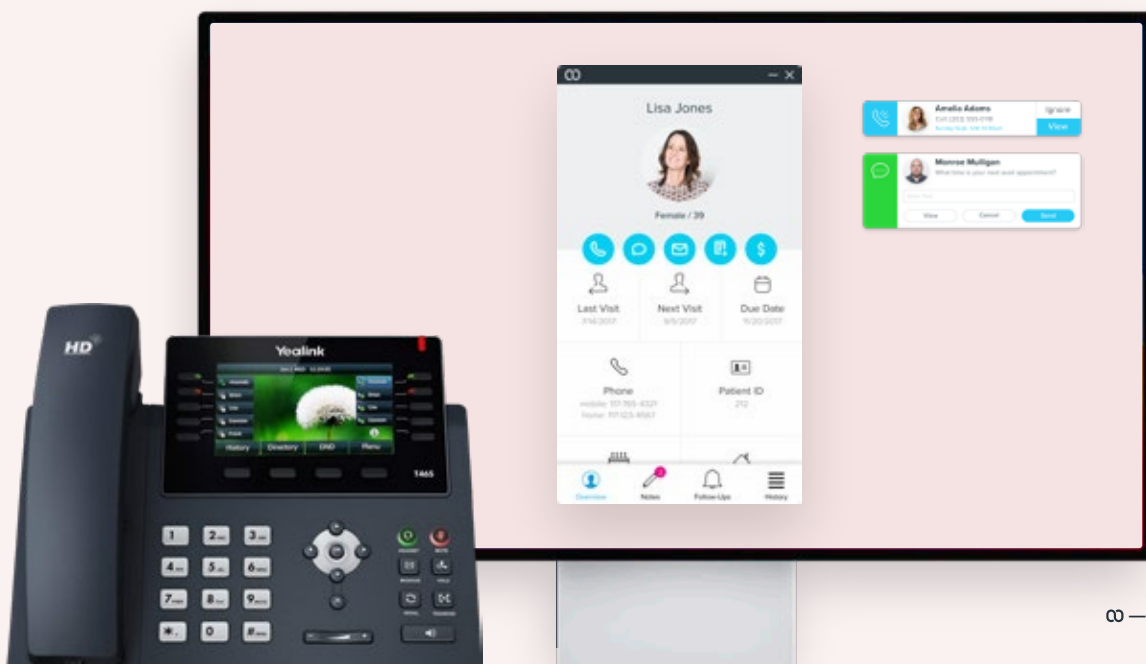
## There's the option to get even more granular.

Let's say a customer is having an issue, and they've launched a formal complaint. They claim they called your business 25 times, and no one spoke with them. Based on their phone number and/or client record, you could see the following:

- ✓ **How many times they called**
- ✓ **Where the call was routed**
- ✓ **If there were any phone transfers**
- ✓ **Outbound calls your staff made to the client**
- ✓ **Call recordings (so that you can hear what transpired)**



In addition to arming you with data to serve your clients better, this tool is also valuable for rewarding and training employees. Instead of relying on comments from satisfied (or angry) customers, you'll have a more in-depth view of how your employees are performing.



# Connect phone calls with text messages

VoIP systems also include modes that give small businesses the ability to text with their team, their customers, and potential customers. This functionality is ideal in industries that involve constant travel to locations away from your office or home. Here are a few of the text messaging features entrepreneurs can use to grow their business:

## Two-way texting

Simply having the option to text with customers rather than call opens up all sorts of new possibilities for small businesses. Give your employees minute-to-minute updates, check up on existing clients, or set up times to meet new customers.

## Missed call texts

Callers automatically receive a text message from your business number if they can't reach your front desk or your mobile phone. These texts facilitate text conversations and prevent you from missing out on business during the busy summer months.

## Mobile app

The flexibility offered by a mobile app has already come up once in this ebook, but it's worth repeating. A mobile app connected to a VoIP phone system lets you [send appointment reminders](#), collect payments, and [ask for online reviews](#).





Weave enables small businesses to unify their [incoming](#) and outgoing calls and texts. “A huge plus for us has been having missed call auto texts,” says one Weave user.

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**A huge plus for us has been having missed call auto texts,” says one Weave user. “We are a busy office and we try to get to every call, but if we aren’t able to answer, missed call texts have helped us assist every [client].”**







## Conclusion

VoIP phone systems are a less expensive, more flexible communication solution than traditional phone systems. They offer small businesses and their customers better call quality. In addition to saving money and enhancing call quality, you can also benefit from enhanced communication, both internally and externally.

If you've been considering a VoIP system like Weave, there's never been a better time to make the switch.

[Schedule a demo](#)