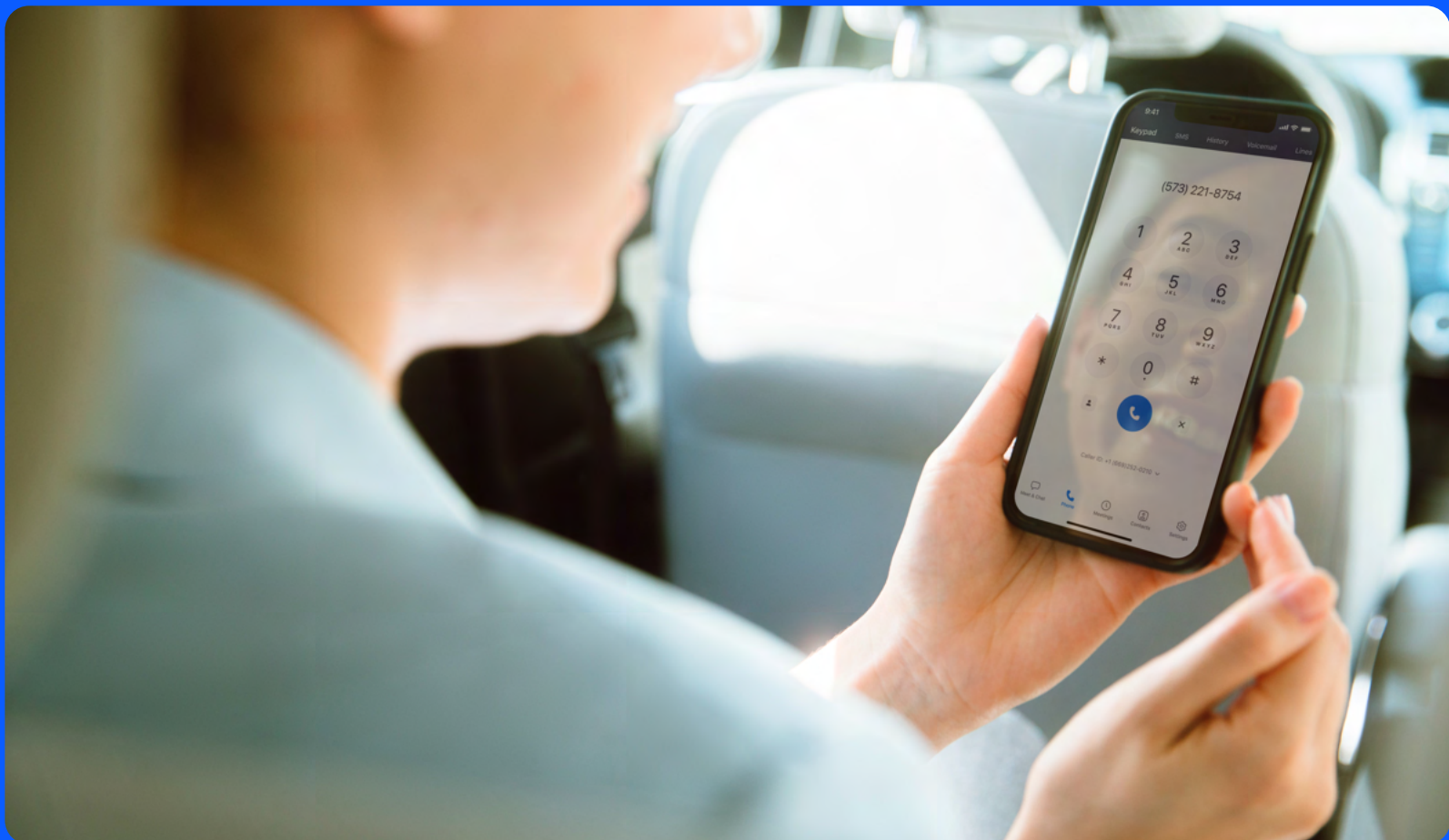


zoom

# How to Choose the Right Phone System for Your Growing Business



Your guide to finding the right fit.



# Table of contents

- 01** Introduction
- 02** Never miss a call or text with a state of the art phone system
- 03** Choose a phone system fit for a growing business
- 04** Maximize value with flexible licensing and a full platform
- 05** Zoom Phone - a modern, flexible phone solution for growing businesses

# Introduction

Whether you already have a business phone system or are signing up for your company's first phone plan, choosing the right phone system is a key decision to help your business grow and succeed.

**Business phone systems have come a long way since the days of desk phones and landlines, so you will want to make sure your phone service is adapted to the modern communication expectations of your customers.** You should invest in a phone system that is built for growing businesses like yours.

Consider as well how you communicate outside of phone calls.

- Do you conduct a lot of business over email?
- Do you regularly schedule meetings or appointments with customers?
- Do you have a messaging tool you use to send chats and files?

Choosing a platform that includes these tools in addition to a phone may help you not just save money, but simplify the way you work.

**This guide will provide you with insights and considerations as you explore what kind of phone system will be the best fit for your business.**

## CHAPTER 1

# Never miss a call or text with a state of the art phone system



Customers expect prompt and personalized responses. **Don't risk customers going to the competition before you have a chance to connect.**

Look for a business phone system that offers functionality like advanced call routing, so you can **automatically connect customers with the next available team member** and transfer calls. Setting business hours will help balance work and home for both you and your employees. You can **route after hours calls to the location of your choice**, such as a shared voicemail inbox. Choosing a plan with voicemail transcription will make it even easier to catch up on missed calls and prioritize urgent needs.



You will likely also want to choose a phone provider that supports SMS messaging in addition to phone calls. **Look for business SMS options that allow you to transfer message threads between employees**, much like call routing, so that text messages from customers don't get lost among personal communications.

With spam calls on the rise and customers growing ever more wary of phone numbers they don't know, you want to be sure you have a number they trust. If you have locations in multiple areas, make sure your provider will allow you to source the proper area codes for each location.

Depending on your business, you may want to be able to add toll-free 1-800 numbers as well, or an international calling plan to connect with overseas suppliers. To maintain consistency for your customers, if you have a business phone already, make sure your new phone system makes it easy to port your existing business number to your new system.

With phone numbers your customers can trust, SMS messaging, and call routing, you will be well positioned to serve your customers.

 Pro Tip

Make sure your employees aren't handing out their personal phone numbers to customers. In addition to being a privacy risk, these valuable customer relationships should live in a central, dedicated phone system and not on a personal cell phone. Choosing a phone system that is reliable, easy-to-use, and accessible from a mobile app can encourage employees to consistently use their business phone number.

**Interested in a reliable cloud phone system with call routing, SMS, and easy options to port and provision phone numbers?**

Zoom Phone offers multiple calling plans to fit businesses of any size.

[Explore Zoom Phone](#)

## Case in point

When GableGotwals, a law firm with nearly 100 attorneys based in Oklahoma, opened a new Houston office, several of the attorneys licensed to practice in Houston lived in outlying areas or weren't able to come into the office. IT Director Dave Kester realized that, thanks to the firm's modern phone system, the attorneys could easily serve their clients from their homes. He set up the attorneys with cloud collaboration software and Houston area-code phone numbers. GableGotwals was able to expand their practice to the Houston area with minimal disruption to employees' lives.

Dave shared his story during a panel at **Zoomtopia 2023**. Check out Dave's panel and more on [zoomtopia.com](https://zoomtopia.com)

## CHAPTER 2

# Choose a phone system fit for a growing business

In order to get maximum value from your phone system, you need the advanced features consumer providers like T-Mobile and AT&T simply don't provide. Luckily, functionality doesn't necessarily equate to complexity.

Voice Over Internet Protocol (VoIP) phone service allows users to make calls over the internet and has become an increasingly popular choice for small businesses due to its flexibility and cost savings. **VoIP phone service requires virtually no infrastructure other than an existing internet connection.** You can use any device, such as a smartphone or computer, to make calls, or use a VoIP phone number on a traditional desktop office phone if you prefer. Plus, VoIP phone systems can offer you an admin portal to make it easy to add new lines and get a bird's eye view of operations.

Choosing a phone service that is easy to set up and self-administer will save time and frustration, and make it easier to onboard new employees. Look for a phone system that is simple to provision yourself, or that offers additional support and setup packages. **You can make change easier on your employees by prioritizing an intuitive user experience that works on the devices you prefer:** as an app on employee phones for those who are constantly on the go; on a laptop with a headset for a great customer service setup; or on a traditional desk phone. You work hard enough already - an easy-to-manage phone system can help free up time to focus on more pressing priorities.



## VoIP Phone System

- ✔ HD voice quality
- ✔ Softphone software lets you make calls from your computer, smartphone, or tablet
- ✔ Make and receive calls from anywhere using an internet-connected device
- ✔ Upgrade to the latest software automatically
- ✔ Easily set up call forwarding, auto-attendant, and other features
- ✔ Add and remove lines with the click of a button
- ✔ Your VoIP provider manages and maintains your business phone system

## Landline

- ✔ Standard voice quality
- ✔ Physical phone hardware required
- ✔ Making and receiving calls are limited to your physical location
- ✔ Hardware upgrades are costly and time-consuming
- ✔ Business features often come at an extra cost
- ✔ Extra extensions require additional hardware and implementation time
- ✔ Specialized IT technicians needed for maintenance

Numbers account for businesses of all sizes included in the TCO study.

**Even if all your employees wear many hats, your employees don't all have the same job** - so make sure your business phone provider allows you to mix and match license types. You should be able to fit your licenses and hardware choices to your business needs, not purchase expensive licenses for every employee in order to suit the needs of just one employee.

### Pro Tip

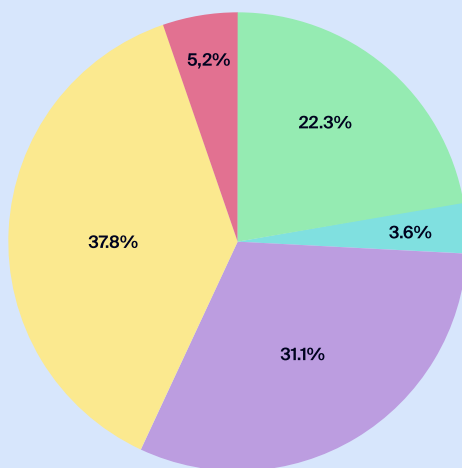
Watch out for providers who tack on hidden fees for essential services, like emergency calling, which can increase your phone bill by a sizeable margin.

CHAPTER 3

# Maximize value with flexible licensing and a full platform

Even if you regularly interact with customers over the phone, it is likely you use a range of communication tools in addition to the phone. In a recent study by Metrigy of businesses with 250 or fewer employees, the majority of the businesses saw meeting applications or team messaging as the center of collaboration for their business. For them, communication is part of a platform, not limited to a phone system.

## Core of Collaboration Strategy



Metrigy, "Workplace Collaboration: 2023-24"

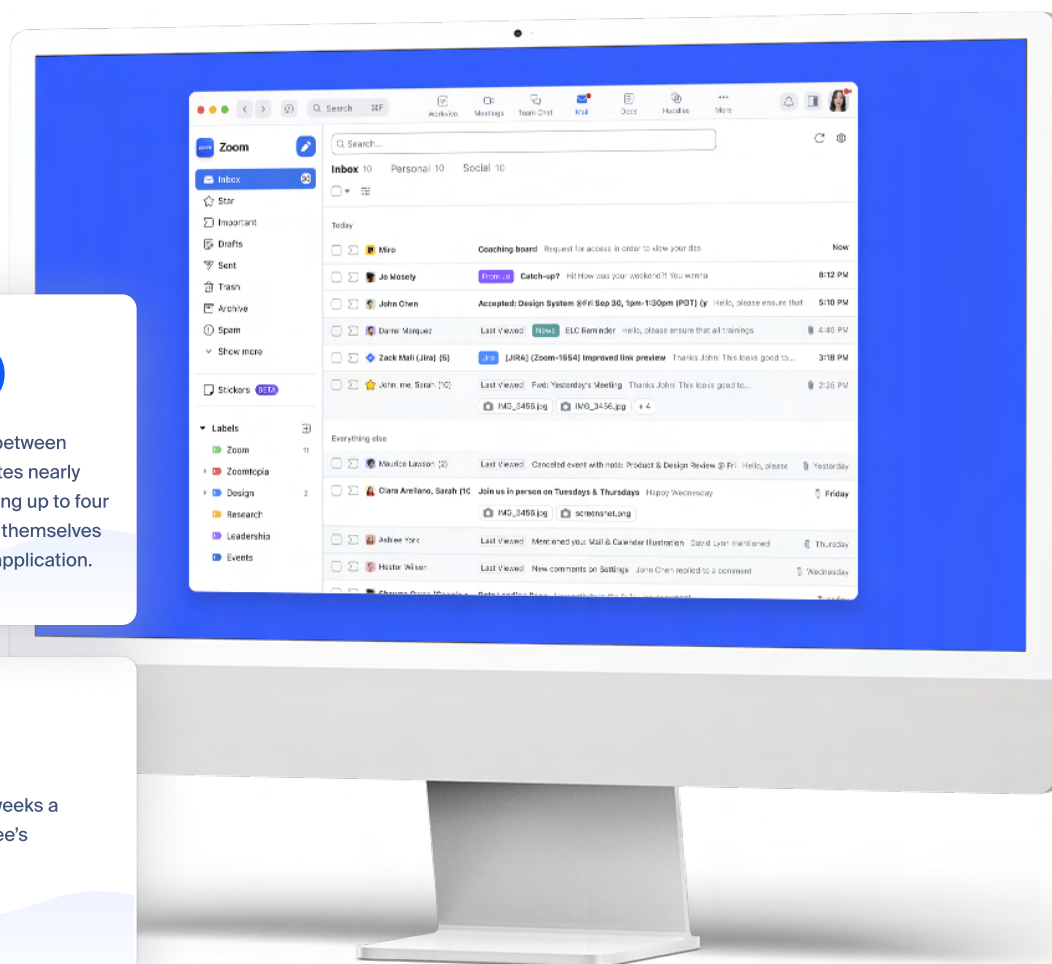
If you were creating a new collaboration strategy for your company, what app would you start with?

- Office Productivity Suite (e.g. Google Workplace, Microsoft 365, etc.)
- Phone System
- Team Messaging/Collaboration (e.g. Microsoft Teams, Slack etc.)
- Meeting Application (e.g. Zoom, Microsoft Teams Meetings, Webex, etc.)
- Unsure



If you use multiple collaboration tools in your business, it makes sense to choose a phone provider that is part of a broader communication platform. Combining invoices for phone, video meetings, messaging, and more - like email, appointment booking, or digital whiteboards - makes accounting easier and can even save you money.

**Choosing a platform can also lead to a better experience for both your customers and your employees.** Tools like phone and email are closely tied together and can both generate calendar events - so why not work through a platform that lets you seamlessly schedule phone calls from email invitations? For employees, using just one platform instead of multiple systems cuts down on time lost switching between applications or learning new tools.



# 1,200

Average worker toggles between different apps and websites nearly 1,200 times a day, spending up to four hours a week reorienting themselves after switching to a new application.

# 9%

Adds up to five working weeks a year or 9% of an employee's annual time at work

Source: [Harvard Business Review](#)

## CHAPTER 4

# Zoom Phone – a modern, flexible phone solution for growing businesses



Zoom Phone powers the Fortune 500, as well as small businesses around the world, from professional services firms to local repair businesses to some of the fastest growing startups on the scene. **Zoom Phone provides full-featured cloud telephony and integrates into the Zoom communications platform for a holistic experience.**

Zoom Phone offers routing for both incoming calls and SMS messages, so customers can reach the right person at the right time. Share SMS messages among the team to quickly get the right answers.

Zoom Phone provides intuitive, high quality calling regardless of whether you are using it for internal or external communication for a great total experience. Plus, as you grow your business, your Zoom Phone licenses can form the foundation for contact center software when you have a larger team handling customer service, or integrate with conversation intelligence software to help your sales team become even more effective and efficient.

Set business hours to keep work-life balance for yourself and your employees while trusting that your calls are properly routed to the location of your choice. **Since Zoom Phone is built in the cloud, that means it works on any type of compatible device - smartphone, laptop, or desk phone.**

Zoom Phone may power some of the largest businesses in the world, but that doesn't mean it's difficult or time-consuming to set up. The administrator portal makes it easy to get a bird's eye view of call volume, availability, and usage. Best of all, Zoom Phone grows with you. Adding new lines is straightforward, and you can mix and match licenses and calling plans to fit the needs of your business. Zoom Phone is part of the Zoom communications platform. That means you can easily switch from a phone call to a video call, start a phone call from a chat, or start a chat to follow up on a phone call.

## Interested in a phone system that is part of a true communications platform?

We recommend the Zoom Workplace Business Plus plan to get Zoom Phone along with video meetings, team chat, digital whiteboards, and more in a single package.

[Get started today](#)



Thank you

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[zoom.com](https://zoom.us)