

Phonebooth
A DIVISION OF BANDWIDTH

Extending Your Workforce with VoIP Technology

BY LORI PHILBIN

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When you own a small business, plenty of things are in scarce supply. Like time, cash and resources to name a few. If you have a mobile workforce or rely on part-time help to support your business, it's critical that you have the right back office tools in place to help you respond to customer needs.



Small businesses can get a lot of value from implementing an automated business phone system. The right system can truly function as an extension of your work force, giving your team more flexibility and greater capacity to meet customer needs.

Greet them right—even when you're away

One of the most important elements of creating the right identity with your customers is giving them a professional and positive experience whenever they call your business. But that's not always easy—you have limited resources to answer the phone, a transient workforce and not enough call volume to hire a receptionist.

A small business phone system, such as Phonebooth, is an easy way to help your business look professional on the outside—even when you're juggling a thousand balls behind the scenes. It's a tool that can often take pressure off of busy staff members, who already wear many hats each day and don't have time to route calls or relay messages.



"Phonebooth is very easy to manage and grow with our company and is very affordable compared to other hosted systems," said Britt Peterson, President of Longhorn Health Solutions. "It allows our multiple branches to be on the same system. This gives us a very large business feel and is very useful in transferring calls from Austin to Waco, or to any of our locations."

Answer all their calls

Small businesses need to be able to answer their customers' calls anytime, anywhere. By implementing a VoIP phone service such as Phonebooth, you get the flexibility to take your office phone with you wherever you go.

"As a real estate broker, I need to always be available to clients. Having a reliable phone system that can "follow me" when I'm out in the field and that can forward calls to me or my employees is a huge help," said Juan Plascencia of New Castle Realty.



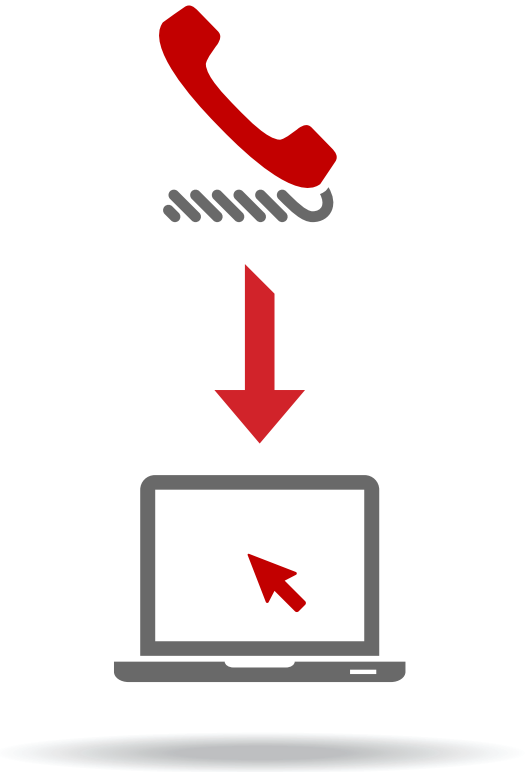
Send them where they need to go



When you use an auto-attendant as part of your business phone system, your company will sound professional to callers and work more efficiently. An auto-attendant lets you route calls wherever they need to go and changing menu options can be as simple as logging into an online portal and pressing a few buttons.

"We work in a large open space where real estate brokers share work stations; therefore, each broker does not have their own office phone," said Kristi Burkett of Go Realty. "With Phonebooth we are able to have an extension for each broker without having separate phones. We also like the "do not disturb" feature that allows callers to be transferred from a dial by name directory to the broker's cell phone. This way our clients can reach brokers even when the office is closed."

Get your voicemail the easy way



If your VoIP phone service offers transcribed voicemail, you can save 300 hours per year by reading voice messages in your inbox. Depending on the type of VoIP phone service you choose, voice-to-text transcription can forward voicemails to your email account as an attached audio file for consumption anytime, anywhere.

"Our entire team loves the emailed voicemails," said Roberta Hill of law firm Herring Mills & Kratt, PLLC. "We have a lot of after-hours calls, and it's nice to not have to call the office to get your messages," she said.

William Craig of Webpage FX says his team also finds this service useful. "Allowing my employees access to their messages from anywhere and conference calling are just a few of the features Phonebooth OnDemand provides that allow my business to run more efficiently," he said.

Keep it simple—and save money

When selecting a VoIP phone service for your small business, you have a lot to consider. You need a solution that delivers flexibility, reliability and professionalism at a price that won't keep you up at night.

A small business phone system like Phonebooth makes the often complicated task of answering the phone as simple as it should be, letting you focus your time, resources and money on other core tasks. If your business phone system can do all of that, then it's time to start planning your next vacation.

