



TECHNICAL WHITEPAPER

Top Reasons Why You Need to Transit to a Cloud VoIP

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INDUSTRY OVERVIEW

Introduction

Companies are rapidly adopting cloud in their operational environment. Most businesses have one or more workload running on the cloud. It does not matter whether the application is being used to store files or by the human resources department for daily task management or by the sales and marketing department for their customized CRM solution. These days almost all the apps that improve the efficiency and productivity of an organization are cloud-based.



The fear of the unknown has made businesses reluctant to move to the cloud.

The uncertainty of the new technology world and the lack of understanding of how services would perform before, during and after cloud deployments is the main reason why most small businesses are still enduring their existing legacy communications system. These legacy communication systems do not have the flexibility nor the capability to support business agility or rapid growth.

Are You Facing Similar Kind of Issues?

System downtimes that take hours and in some cases days to resolve

Spending a lot of time online on e-commerce sites to find components to replace broken parts, phone, and porting cards

Spending too much time or effort to maintain PBX systems using various vendors from different locations

Struggling to add new employees on the system

Do not have telephony expertise in your company to handle issues that you are facing right now

Paying exorbitant rates to the consultants and notice a steep rise in the costs to maintain it

Vendors are taking too much time to replace parts that are broken or to do minor repairs

The purpose of this whitepaper is to help businesses see the advantages that they get to enjoy when they shift to Callture Virtual PBX. It is an efficient office communication system that is cloud-deployed, and most of the businesses irrespective of their size should focus on investing money to acquire it.

The best part is that it will serve the needs of all the workforce that you have in your office. It is going to add a lot of value as it is helpful not just to employees at the office but also to the mobile workers and to those that work remotely for the organization.

The Need to be Flexible, Agile, and Mobile

Gone are those days when companies relied on their on-premises PBX systems for office communications. The world is changing rapidly, and there is so much advancement in technology. On top of it, it is the truth that the economy today is very uncertain. It is one of the main reasons why most organizations try to be nimble to become successful in their endeavors.



Companies are depending a lot on the

MOBILE WORKFORCE

Only when there is an efficient IT business system in place, one can solve most of the complex business problems apart from freeing up resources and supporting business growth or any other strategic initiative that the management has planned.

There is a drastic change in business technologies. It is possible that most of the PBX designers a decade earlier might not have expected this thing. For example, features such as connecting mobile workers, video conferencing, integration of systems with a cloud-based CRM, support center systems and other popular services that are common these days is something that they might have never thought will happen so soon.

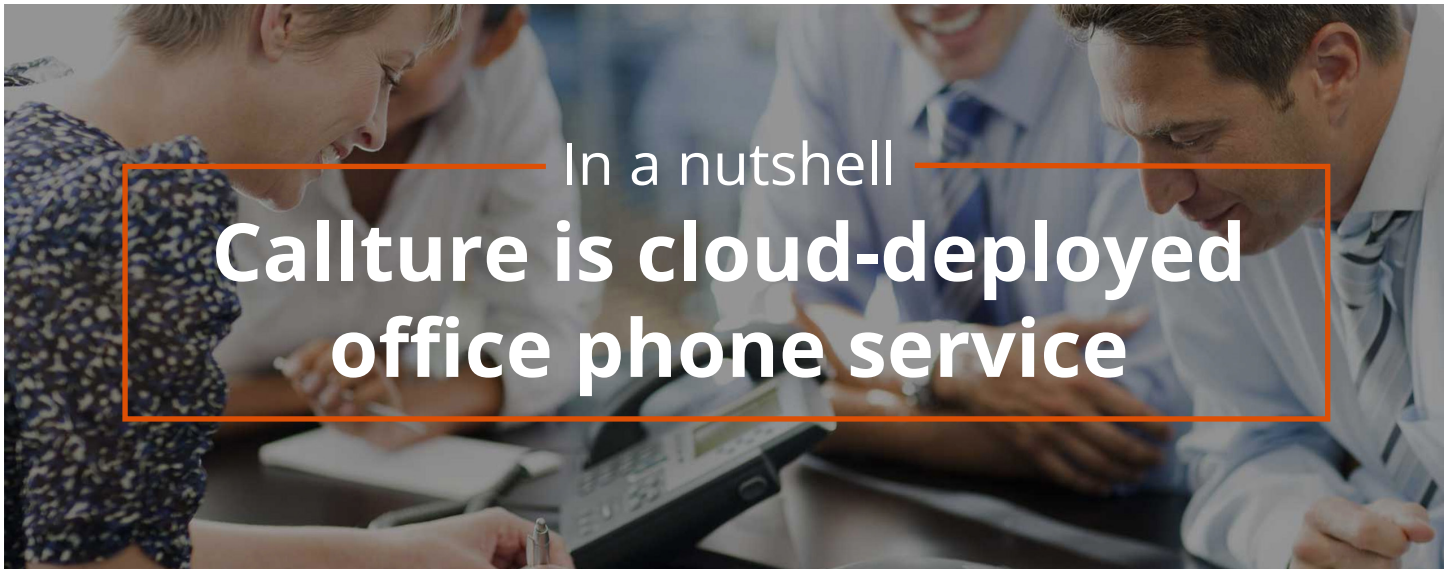
Most businesses today are ready to invest money in a platform that can support all of these functions. Besides providing support to these new advancements, the system should be flexible to accommodate new business change as well as rapid growth. Some of the aspects that companies must consider before investing money on a new communication system.

- ▶ Provides support to different locations without adversely affecting the precious IT resources
- ▶ Can quickly adapt to changes that make an impact on the business - scaling it up or down should be simple
- ▶ Offers you with the flexibility that you need now and should be able to meet the future needs that you are yet to uncover
- ▶ Unifies communication across the organization
- ▶ Provides support to the distributed workforce which is nothing but both mobile workers as well as BYOD workers
- ▶ Relieves businesses from headaches that occur because of upgrades, fixes, and simple changes.
- ▶ It should have the capability and provide the flexibility to integrate well with all the communication tools that a company uses like the collaboration or meeting solutions
- ▶ Cuts down the costs now and even in the future



CALLTURE CLOUD-BASED HOSTED PBX SOLUTION

What Exactly is Callture?



It provides all the necessary functionalities that a high-end system offers to its customers. Additionally, organizations do not have to invest so much money on pretty costly hardware as well as on the installation costs of the equipment. It is a feature-rich solution that provides users with some fantastic features.

Features such as e-mail call routing, call forwarding, voice e-mail, PBX functionality are some of them. Apart from that, it allows them to make unlimited outbound calls as well as receive unlimited inbound calls (Canada).



The reason why it is the best product in the market is that implementing this is hassle-free. In some cases, you can set the whole thing in minutes. Missing a phone call is merely impossible when you have a robust telecommunications system such as this one. Chatting, texting as well as conducting video conference is all easy and straightforward.

Thanks to this unique platform, it keeps all the communication needs under one roof. There is no need to get any additional software as this service uses WebRtc technology. It only means you do not have to worry much when you want to create a new user.

The best part about it is that both employees and customers can use this system to do things such as screen-sharing which might be a fantastic option especially during a sales or a product demo.



**The life span of a PBX
is around 8.5 years at
the maximum.**

But since it is a costly affair to replace it, most companies use the PBX system for more than ten years in multiple locations. Some businesses are also found using the predated smartphone.

- Network World 

Unique Benefits That Come From Using Callture

You are mistaken if you only think that Callture is an excellent phone service. A company will get to enjoy a plethora of benefits when they use Callture Virtual PBX. Here are some of the benefits that companies will get to enjoy:

1 Call Programming Is Fast and Easy

The high-flexible nature of Callture system permits it to forward the calls through equipment such as mobile, landline or even on the VoIP. It does not matter which device you are using. This service is going to cover you as the forwarded calls will land on all the phone numbers. It happens either simultaneously or sequentially depending upon the setting.

There is an option to program the system in such a manner so that the devices ring only a specific number of times or will ring on all the phones at the same time. In case, employees miss the call they will get a notification in the form of an e-mail through the voice mail system.

2 Protects the Professional Image of a Business

Customers, as well as partners, will for sure feel that a company is unprofessional when their call does not get their attention or if they face hassle reaching out to them. Small and mid-sized businesses cannot take this risk missing out on potential clients. Callture's hosted PBX system with its unique features, such as custom call greetings, call routing, caller options, and caller IDs provides immense benefits to small-medium and enterprise businesses alike.

Calling a person from a mobile phone while displaying your business number!

You are going to stay on top of things as a result. If in case, you miss a call, you do not have to worry much as the automatic voicemail is going to tackle the situation professionally.

Callture has now integrated with Zoho, Salesforce, Goldmine, Sugar CRM, and so forth. They also have integrated with the custom on-premise CRM solution. As a result of these integrations, now employees can call a URL using the calling phone number if they are getting a call. Now, they are using this method across various CRM solutions. Employees are going to get a popup webpage with the contact information that is required.



3 Centralizes the Communication

Managing all the communication using one central platform is only possible when you use Callture system. It provides you diverse communication channels or mediums such as chat, text, and video conference. Creating new users is simple, and one does not need to worry about downloading additional software to do this task.

The whole process is seamless and vivid. For example, if an employee plans to organize a video conference, he needs to select that option. After which he can sit back and relax as they have designed the system in such a manner that he need not worry about anything else. Sales and product demos will go smooth once this system is set up and is up and running.

4 Memo On Call

“ A blunt pencil is better than a sharp mind. ”

Many times people forget things as they do not make a note of them because they do not carry resources such as pencils, pens, and paper. Callture permits you to record your thoughts on a memo right after you conclude the call. Now, this is the best solution to users that are out on the field. Virtually accessing the notes is quite simple and one can access it from almost anywhere in the world.

5 Call Recording Facility

Since we integrate a lot of APIs, the CRM solution is going to get essential updates such as the time they made the call and the duration of the calls and so forth. Converting voicemail into text is something that is also possible. By customizing the local system, companies can now download all the calls to the server to archive it. They can pull it out when required to provide training to their team, to improve the call quality or to improvise the process and strategies.

6 Customize the Solution

The management team in Callture understands that one solution will not solve all the problems that businesses face. They know that tailoring the solutions according to the needs of the customers is the only way to assist them. Our in-house team can do tasks such as carrying forth development in the database, web, network, switch, and security.

Installation teams can also assist the companies by integrating faxing, texting, voice, and video conferencing with the existing systems that companies use.



7 Costs are Affordable

The prices are quite affordable. Startups and SMBs can take advantage of it. Since they charge a flat rate, companies do not have to worry about the bill. The price varies depending on the number of users that are using the system. You pay for what you use. On top of it, you can eliminate costs for setting up the system. And you can save thousands of dollars on the operating expenses over a period.

8 Toll-Free Number

The image of the company is going to change when they have a toll free number. Most customers do not like to spend money when they call a company. They will not worry much to stay online for a long time when they are looking out for solutions. It is one of the best ways to enhance the customer experience.

Companies can also try to get vanity numbers that look fancy and is easy to remember. For example, **1800COMPANY** or **1800SUPPORT** are some of the numbers that you can get. It will be easy for the prospects and business partners to remember vanity numbers.



9 Virtual Calling Card

If you desire, you can use your phone number as a virtual calling card. To access this, you have to call the main access number. Enter the toll-free number and the pin to begin calling long distances.

Problems Companies Can Solve Using This System

Using traditional phone systems can get you into some complex problems. One can eliminate such issues and others when they use Calltute system. Here is a list of problems that one can remove with ease when they use this particular system.

Problem 1 Losing a Lead That Can Generate Revenue

If your business is relying mostly on sales, every call that you get from a potential client or a prospect is crucial. SMBs cannot risk or afford to lose an opportunity they cannot attend or miss a call. Unfortunately, not many companies that use traditional phones do not realize that this is something that is happening in their workplace. They have no clue whatsoever.

But when a company invests money in getting Calltute, they are in a better position. The kind of features that it offers makes sales easy for the organization. It is possible for the managers to get a notification if they miss a call or if someone did not call the prospects back.

**With total control on calls,
the company is destined to scale up high.**



Problem 2 Forget the Costly Migration

Companies have to spend a lot of money if they are planning to buy a sophisticated and high-end PBX hardware. Installations costs on top of it are separate. You will save so much money and effort when you plan on getting a Calltute virtual PBX as they provide almost the same type of benefits. The best part is that the businesses do not need to shell out a lot of money to acquire it but can enjoy all of these benefits by spending just a fraction of the amount.

Problem 3 Bid Farewell to Communication Downtimes

Companies can lose business when there is communication downtime. It is one of the terrible things to happen. With Callture Virtual PBX, companies can say goodbye to communications downtime.

They guarantee zero awesome percentage downtime. It is awesome. The system ensures that the users have everything necessary to have a steady communication flow. By incorporating system integrations, there is a high chance for the Callture Virtual PBX to perform better.

Say Goodbye to Communication Downtime!

Problem 4 Out of the Loop - No Problem!

Luckily, these days, most employees are using mobile devices to carry out their work. Though Callture provides most of the functionalities that are offered by a centralized phone system, it is also mobile-optimized. Employees can use their business caller IDs to send texts or make calls to clients, prospects, and partners. It only indicates how employees can gain access to the system whenever they want from anywhere in the world.

Callture's Solution is

MOBILE-OPTIMIZED



These are just some of the unique problems that businesses can solve by choosing to get Callture.

ABOUT CALLTURE

Callture is a leading Hosted VoIP Service Provider in Canada delivering value-added voice service to businesses.

Our business services include our proprietary cloud-based business phone service with its business class features. Other business services include enhanced toll-free service, fax, SMS and video conferencing. All Callture services include a user-friendly online portal with automated order processing.

Since our launch in 1997, we have valued our partners and have been committed to helping them grow. Our industry-leading, constantly evolving technology, holistic cloud-based hosted VoIP solution, and unparalleled end-to-end support are just a few of the things that provide our partners with a competitive edge.