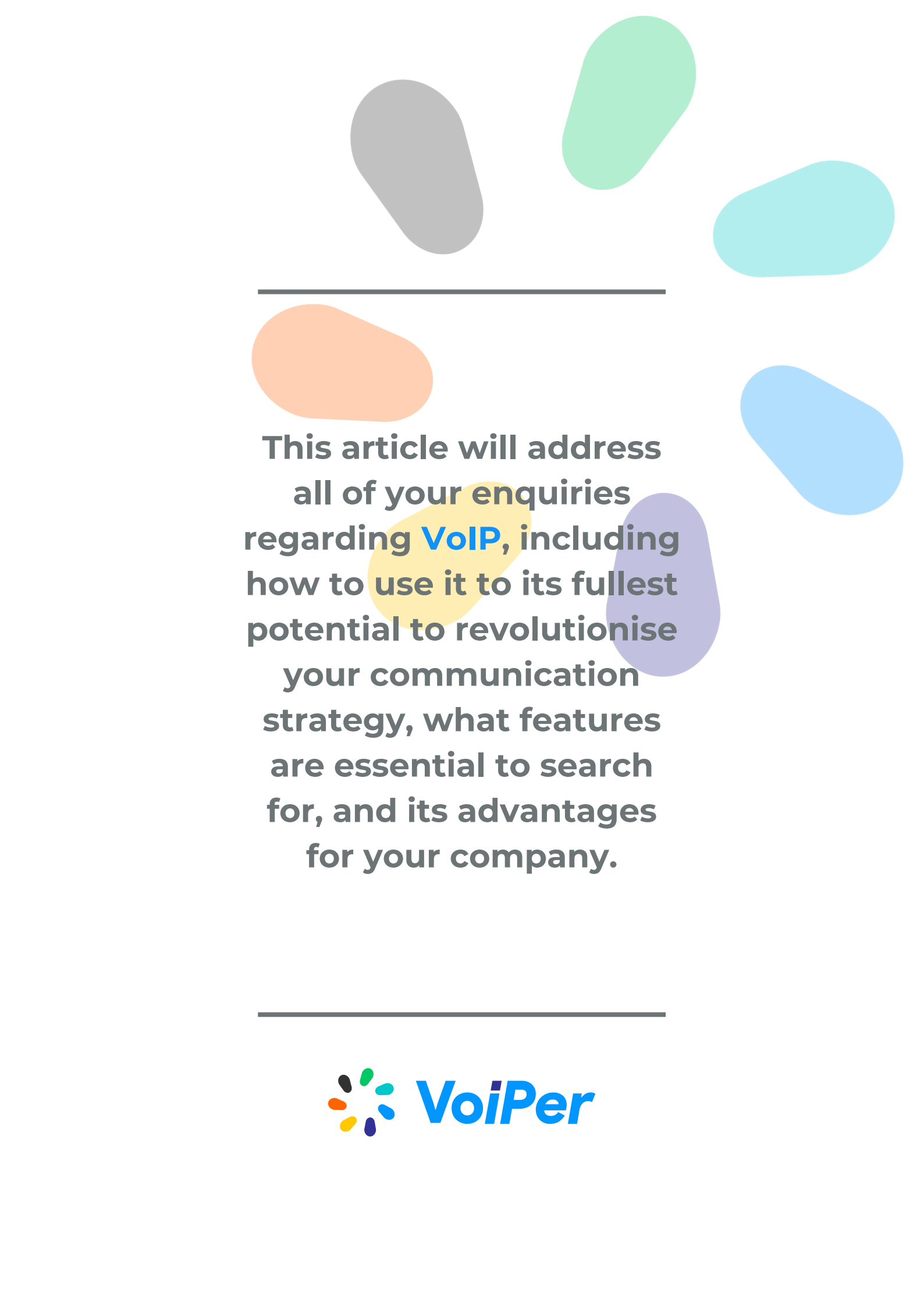

The Ultimate Guide: **VoIP for Businesses**

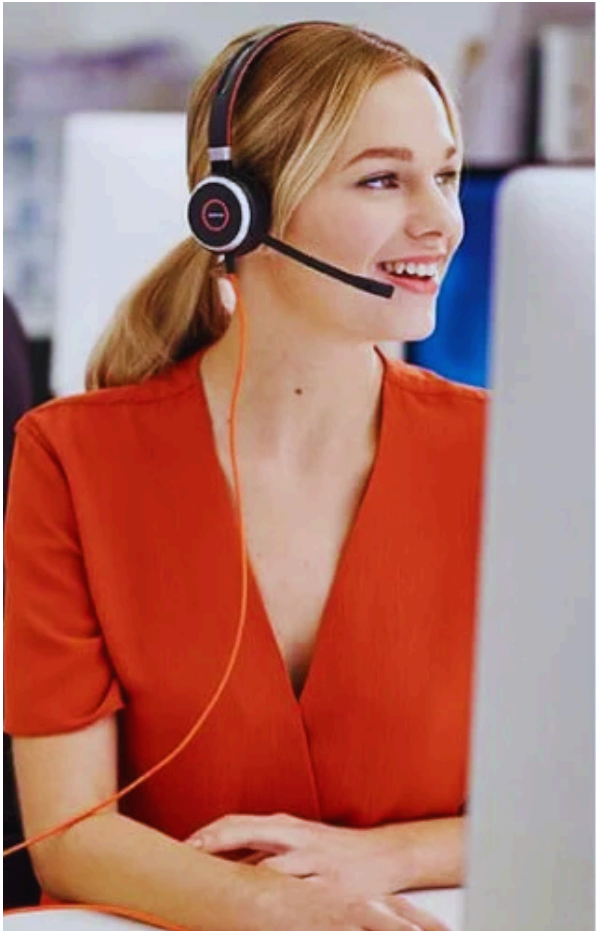




This article will address all of your enquiries regarding **VoIP, including how to use it to its fullest potential to revolutionise your communication strategy, what features are essential to search for, and its advantages for your company.**



UNDERSTANDING VoIP



WHAT IS VOIP?

VoIP (Voice over Internet Protocol) is a communications technology that allows calls to be made and received via the internet, eliminating the need for traditional landlines. As a cloud-based service running on superfast broadband, it offers a faster, more modern solution.

To get started, you just need a reliable broadband connection, a router, and a VoIP provider. With this setup, you can move away from landlines and embrace the future of digital communication.

VoIP is quickly becoming popular across UK homes and businesses, replacing the old PSTN system. As the UK transitions to fully digital calls and conferencing, now is the time to make the switch.

VoIP works by converting your voice into data and sending it over the internet in small packets. This happens in real time, without the need for a central switchboard, similar to how traditional landlines work.

Here's a simple breakdown:

1. Connect your VoIP-enabled device to your router.
2. Your VoIP provider sends the call data over the internet.
3. The other device converts the data back into sound, allowing you to have a conversation.

VoIP is flexible and scalable, allowing different devices like IP phones, mobile apps, and conference phones to communicate without physical cables. As PSTN landlines become outdated, providers like BT are encouraging the shift to VoIP.

HOW DOES VOIP WORK?




WHAT IS IT?

By 2027, BT will permanently switch off its PSTN service. This means analogue phones and devices won't be able to make or receive calls, so homes and businesses will need to upgrade their equipment and switch to a VoIP provider, like VoIPer.

BT's move to go fully digital by 2027 has been long anticipated, with the deadline already extended from 2025. Since 2023, BT has stopped selling or supporting any products reliant on PSTN or ISDN.

Additionally, you won't be able to buy handsets that work solely on PSTN. If you're still using them, they'll work until the switch-off – but from 2027, VoIP will be essential.

THE PSTN SWITCH OFF



WHY IS IT HAPPENING?

Simply put, these services are outdated. Copper cabling has been steadily upgraded since the 1800s, but technology has moved on.

Since the late 1990s, internet advancements now let us speak to anyone worldwide, even via video, at the touch of a button. With internet always on, BT is taking steps to keep up.

BT recognises the efficiency and scalability of VoIP and cloud communications. Maintaining outdated PSTN and ISDN systems is costly and troublesome for both BT and its users.

By going fully digital, dropped calls due to local issues will be reduced. Problems like cabinet maintenance and weather-related disruptions will also be a thing of the past.

In short, if BT is urging you to move from PSTN to VoIP, it's essential to act now. There are clear benefits to switching early rather than waiting until 2026.

BENEFITS OF VoIP



COST SAVINGS

Switching to VoIP early can help businesses save significantly on communication costs.

Here's how:

- **Lower hardware costs:** While you'll need to invest in IP phones and VoIP tech, there's no need to worry about cabling maintenance or on-site repairs. VoIP is cloud-based, reducing upkeep expenses.
- **No more expensive landline rentals:** With VoIP, you avoid costly and confusing PSTN line fees. You'll only pay simple, clear monthly VoIP fees – and VoIPer ensures they're easy to manage.
- **Cheaper global calls:** VoIP makes it affordable to connect with overseas clients. Forget high international tariffs and per-minute charges.
- **Scalable to your needs:** VoIP allows you to easily add or remove users and devices as your business grows, without hefty setup fees.

CONNECTIVITY EVERYWHERE

Remote working is here to stay, and VoIP is making it easier, more flexible, and fun to manage. The operational shifts brought on by the pandemic showed us the value of staying connected wherever we are – and VoIP is the perfect solution for this new way of working.

With VoIP, your team can work from virtually anywhere, using smartphones, desktops, laptops, or tablets. As a cloud-based service, all they need is a simple login to get connected to a reliable, professional network – whether they're in the office or out in the field.

This takes the stress off business owners transitioning to remote work, ensuring secure and stable connections for all agents. Plus, no need to worry about reimbursing staff for data usage – just enjoy the same simple monthly rates!

COMMUNICATION QUALITY ENHANCEMENT

VoIP offers far more than just savings – it delivers significant improvements in communication quality and flexibility, making it an essential upgrade ahead of the switchoff.

- **Better call quality:** VoIP provides sharper, more reliable calls compared to PSTN – no more drop-outs!
- **Quick setup and scalability:** Set up VoIP for any office size in minutes. It's easy to scale without needing engineers for physical changes.
- **Off-site management:** VoIP is cloud-managed, so issues are resolved, and upgrades are made without disrupting your business.
- **24/7 coverage and monitoring:** VoIP ensures stable, secure connections at all times, with no effort needed on your part.
- **Feature-rich and versatile:** VoIP supports a wide range of communication features, making it perfect for remote work.
- **Portable and flexible:** Moving office? VoIP moves with you, keeping you connected with ease.



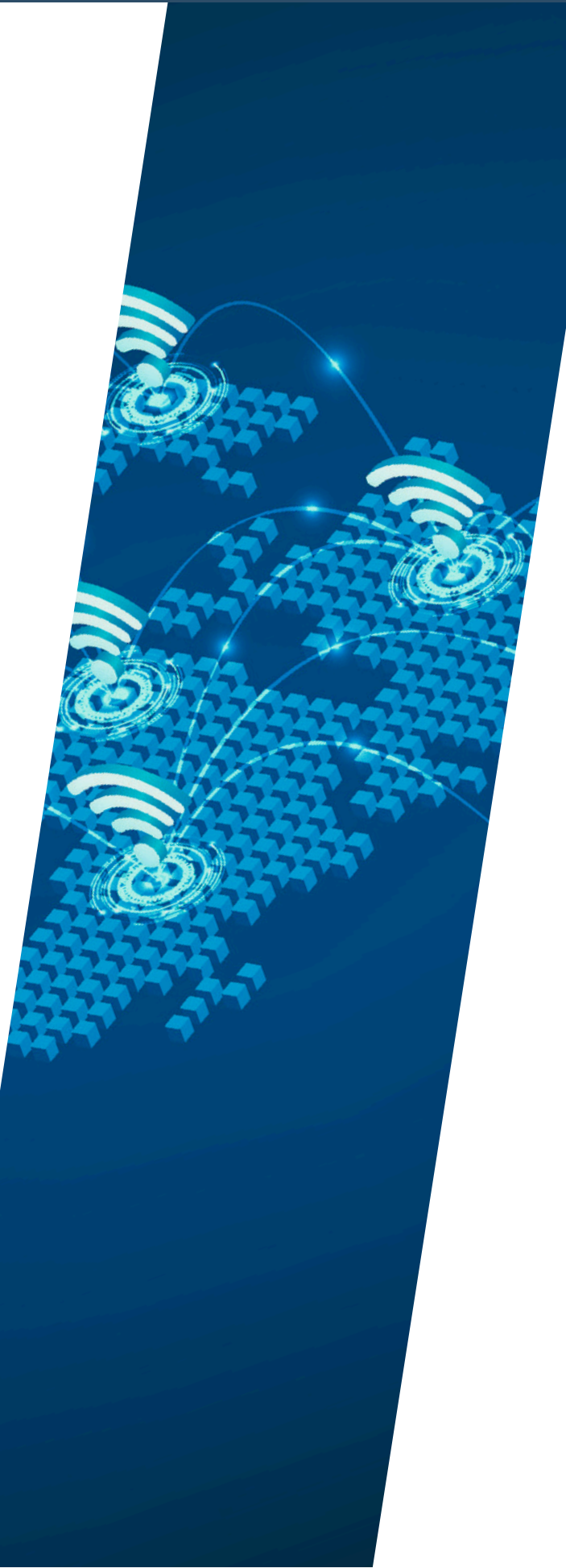
FUTURE-FORWARD ADVANTAGES OF VoIP

Digital telephony offers adaptable and advanced features to enhance your business operations.

With **VoIPer**, you can benefit from:

- **Call Routing:** Direct incoming calls based on time of day or location, ensuring they reach the right department or individual.
- **Call Forwarding:** Route calls to alternative devices or numbers when your primary line is unavailable, so no call is missed.
- **Softphone Apps:** Use apps on desktops or mobiles to make and receive calls, send messages, and manage communications from anywhere.
- **Call Waiting:** Notify team members, whether in-office or remote, of incoming calls waiting for their attention.
- **Advanced Voicemail:** Capture and store voice messages digitally when no one is available to answer, with easy access to recordings.
- **Busy Lamp Field:** Monitor the status of connected devices in real-time, showing which lines are active or on hold.
- **Auto Attendant:** Implement a virtual receptionist to greet callers and route them to the appropriate extension or department.
- **Call Blocking:** Prevent unwanted or suspicious calls by blocking specific numbers or call types, reducing nuisance and costs.
- **Call Recording:** Automatically record and securely store calls for up to seven years, useful for compliance, training, and dispute resolution.
- **Call Centre Supervisor:** Track key performance metrics, including call queue times and agent productivity, with real-time data.
- **Call Analytics:** Gain insights into call patterns, agent performance, and customer interactions through detailed analytics.
- **Caller ID:** Identify the caller's number and details before answering, enhancing response efficiency.
- **Call Whisper:** Hear a brief, private message about the call before answering, providing context for better handling.
- **Conference Calling:** Facilitate high-quality audio and video meetings with multiple participants, including international clients.
- **Hold Music:** Customise the on-hold music or messages to maintain professionalism and enhance caller experience.
- **CRM Integration:** Connect VoIP with your CRM system to synchronise call data and customer profiles, streamlining operations.
- **Video Calls:** Engage with clients face-to-face through high-definition video calls, improving communication and relationships.
- **Agent Solutions:** Enable call centre agents to log in and out of different work queues or areas, optimising their workflow.

And this is just the beginning – we can customise features to perfectly suit your business needs!



VoIP Glossary: Knowledge Base

When exploring VoIP and its numerous advantages, you'll probably encounter plenty of technical jargon and acronyms!

Before you dive into setting up VoIP for the first time, here are some key terms you should know!

ACD: Automatic Call Distribution

Where your calls are delivered around a business in a specific way or order

ATA: Analogue Telephone Adaptor

A piece of equipment you can use to ensure your existing phones are digital-ready – without having to invest in VoIP phones

CNAM: Caller ID Name

A pre-filled name for your callers based on a selected directory.

CTI: Computer Telephony Integration

Where you can access telephony from your phone and from a desktop device

DID: Direct Inward Dialing

Where you can add specific numbers and extensions to your team without the need for new, physical lines

IP: Internet Protocol

It's the IP in VoIP – and it's basically the formatting standards your connections follow to deliver and receive packets

ITSP: Internet Telephony Service Provider

That's us! We provide data-based telecoms services and management services

IVR: Interactive Voice Response

The technology that callers speak to when first dialling your number – it's an assistant that helps guide people to specific departments

LAN: Local Area Network

This is your private network of computers and other devices that are connected to each other

LEC: Local Exchange Carrier

This type of service provider ensures that calls are delivered across a specific region

LNP: Local Number Portability

This technology helps you move your existing numbers to new lines and services

PBX: Private Branch Exchange

A PBX manages all calls heading into and out of a business – and all the extensions in between – much like a physical telephone exchange

PSTN: Public Switched Telephone Network

This is the traditional telephony service and cabling BT has operated on for decades, and which is getting phased out by VoIP

SaaS: Software as a Service

This refers to apps and subscription services you can invest in to quickly upgrade and scale up your VoIP

SIP: Session Initiation Protocol

SIP refers to rules that allow data packets to transfer across VoIP – it's used to manage calls, messages, and conferencing

WAN: Wide Area Network

This network is broad enough to cover regional areas or even entire jurisdictions



The **VoiPer** Way

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