

Tough Economic News Signals the Right Time to Invest in IP

It may seem counterintuitive, but tough economic times can be the perfect time to invest in a new phone system. The reason is that IP-based communications not only lowers telephony costs, but can help you reduce overhead in many diverse areas. It accomplishes this through several key benefits.

Unified services

Right now, you probably have separate providers for your high-speed Internet connection, your telephone service, and your connectivity to other offices. IP communications bundles all of these services together, and provides them through one vendor. Depending on the size of your organization, typical savings through this method average 35-40%-this normally offsets the upfront investment on this technology.

Many of these bundled service packages include long distance and very affordable international calling, delivering even more savings. And you get the added advantage of having all of your communication expenses compiled into one simple invoice, and you have only one vendor to deal with concerning maintenance of the entire system.


Distributed workforce

IP communications empower the remote workforce. By eliminating a large, centralized office, you cut down on facilities expenses such as real estate costs and heating/AC. In addition to infrastructure fixed costs, you can engage more contract versus full-time employees and enable these offsite resources to have all the capabilities of your office regardless of their location.

What kind of resources can you move offsite? Entire sales forces can work from home, or you can even deploy a distributed call center. Organizations with call centers of 300 agents or less can move their entire team offsite. For companies with more than 300 agents, we typically find that bandwidth expense exceeds the savings provided by moving the entire call center offsite. However, large call centers can still save through IP by employing offsite part-time or fully-outsourced resources to handle periods of peak call volume.

Dynamic workforce

In this period of economic uncertainty, many companies have found it necessary to trim their workforce and make do with less. As staff workloads increase, both productivity and overall morale become issues within the workforce. By delivering remote access to your employees, you can enable them to work longer hours, but do it in the comfort of their own home. Employees can join conference calls, make late night sales calls to different time zones and complete other tasks while gaining the extra productivity of not having to drive into the office to conduct the business at hand. Employees can spend more time with their families while still accommodating a more aggressive work schedule.



Costs will also be reduced, as all calls placed by employees will be made from your network, rather than their personal or cell phones. When you consider that an international call made at regular rates can run into hundreds of dollars, yet another incentive of this technology becomes clear.

When you add up the sum value of unified services, combined with a distributed and dynamic workforce, the argument for implementing IP-based communications becomes compelling. And this argument gets only stronger when the business forecast is weak. This technology is preferred by adaptive companies everywhere — and these are the companies that will emerge in a solid footing as the economy begins to improve.