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(432) 561-7200



**Does your Phone
System Drive Revenue?**

Does your Phone System Drive Revenue? How VOIP Can Help Your Business

Most businesses are forever looking for ways to help their businesses be more productive. Greater productivity means growth potential, and growth means the opportunity for greater profitability, the end goal of every business. One area that many businesses have overlooked in their quest for improved profitability is their choice of phone system. After all, how can a phone system improve profitability? The benefits are greater than might appear at first glance.

VOIP Phone Systems: A Brief Description

Voice over Internet Protocol (VOIP) phone systems deliver voice and other communications over the Internet—in contrast with traditional wired phone systems or conventional cellular phone services which use their own proprietary networks



of one form or another. As a result, VOIP offers customers the opportunity to deal with a single integrated data network that includes communications, rather than having separate networks for a variety of different business functions.

The Dual Benefits of VOIP


Properly implemented, a VOIP phone system can help the bottom line of businesses in two ways—direct cost savings and increased productivity.

1. Cost Savings: VOIP phone systems can save companies money directly in a variety of ways.

- **Reduced Startup Costs:** New equipment required for a VOIP business phone system is minimal and inexpensive.
- **Maintenance Cost Reduction:** The lack of complicated infrastructure cuts maintenance costs to the bone. The heavy lifting is all done remotely by the service provider.
- **Lower Phone Bills:** Depending on the package chosen, given that communication is being transmitted over a broadband network, a dramatic reduction in monthly phone bills is likely. In many instances, regardless of duration and location of the participants, individual call charges simply disappear.

2. As impressive as the direct cost savings from a switch to VOIP can be, the productivity gains can be even more significant, though they're usually a bit more difficult to detect. VOIP can improve worker productivity in the following ways:

- **Integration:** By coordinating all communication networks into a single package, workers can complete more tasks in less time. For instance, e-mail, voicemail, faxes and texts can all be accessed and responded to using a single device and application. Customer service data can be directly accessed while speaking with a client or communicating via Web chat or text, dramatically saving time.
- **Wider Access:** Any employee can stay in touch with any kind of device that has any sort of access to the



Internet, which greatly benefits a growing mobile workforce. That access isn't limited to direct communication. The ability to tie in to documents and data—as well as place phone calls, e-mail and texts—is a significant part of the advantage of VOIP.

- Improved Flexibility: VOIP users generally have the ability to make adjustments to the system without having to go through some form of IT support. Most providers have a way to make changes through a simple phone call or a Web-based interface. Rarely is there a need to wait around for some sort of broad-based infrastructure change to meet new demands.

Time to Switch?

Many companies, large and small, have already deemed it wise to move from a conventional phone system to VOIP and have realized significant tangible benefits as a result. It may be time for your business to consider VOIP as a data network option.

Odessa

8180 Lakeview Center
Odessa, TX 79765
432.561.7200

Lubbock

3223 S. Loop 289
Suite 580
Lubbock, TX 79423
806.762.2861

Amarillo

1901 Medi-Park Drive
Suite 228
Amarillo, TX 79106
806.374.4868

Dallas

1110 E. State Highway 114
Suite 200
Southlake, TX 76092
855.SYNETRA



synetra.com
(432) 561-7200