AN INTRODUCTION TO
VOIP INTEGRATIONS

BCS BUSINESS
COMMUNICATION
SPECIALISTS

WELCOME!

Thanks for downloading this introduction to VoIP integrations.

You've taken an important first step towards fully leveraging the power of your phone system for business productivity and efficiency!

FROM THESE SLIDES, YOU'LL LEARN...

- . . . what a VoIP integration is

- . . . what kinds of software applications are compatible with VoIP systems

- . . . how the right VoIP integration can have a measurable impact on your business goals

WHAT IS VOIP?

VoIP stands for

VOICE OVER INTERNET PROTOCOL

It uses your existing data network to make phone calls.
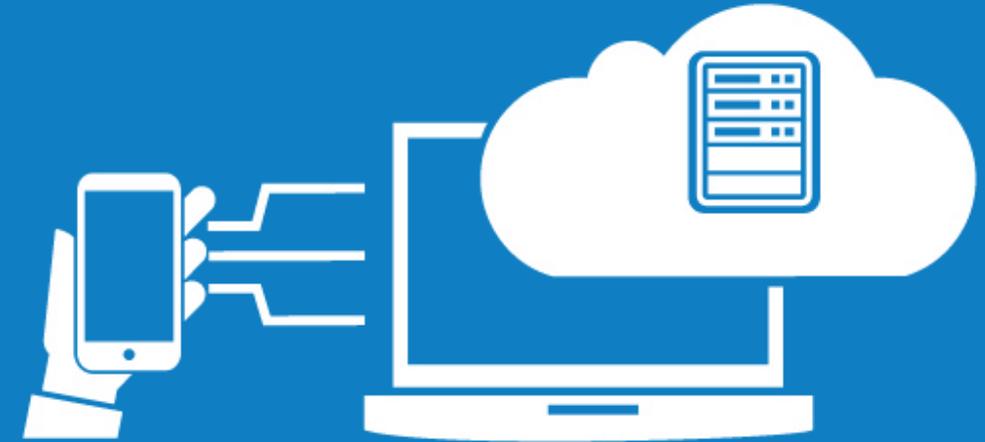
ONE STUDY FOUND THAT 79% OF ALL BUSINESSES IN THE U.S. USED VOIP IN AT LEAST ONE LOCATION

Source: https://mibiz.com/item/21284-technology-calling-voip-systems-becoming-more-ubiquitous-among-small-business-owners

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WHAT WE MEAN BY VOIP INTEGRATION

Think about how many phone calls go through your office every day. Your sales team takes calls and jots down notes so they can enter data in the CRM after the call. Your front desk spends hours a day trying to transfer calls to the right person, who will actually pick up.

When a VoIP system is integrated with the databases and software you already use, you will see time savings and productivity increases immediately because it will enhance, automate and simplify your complex and time consuming business processes.

VoIP integrations go beyond what you'll get out of the box when you invest in a VoIP system and requires the technical expertise of a trusted VoIP provider to work seamlessly.

Source: https://www.salesforce.com/blog/2015/01/ten-customer-service-stats-what-they-mean-your-contact-center-gp.html

PHONES HANDLE ABOUT 68% OF ALL CONTACT CENTER COMMUNICATIONS

COMMON VOIP INTEGRATIONS

While not a complete list, here are some of the most common VoIP integrations that have added value for companies around the world:

- Customer Relationship Integrations

- Phone Functionality Integrations

- Automated Notification Integrations
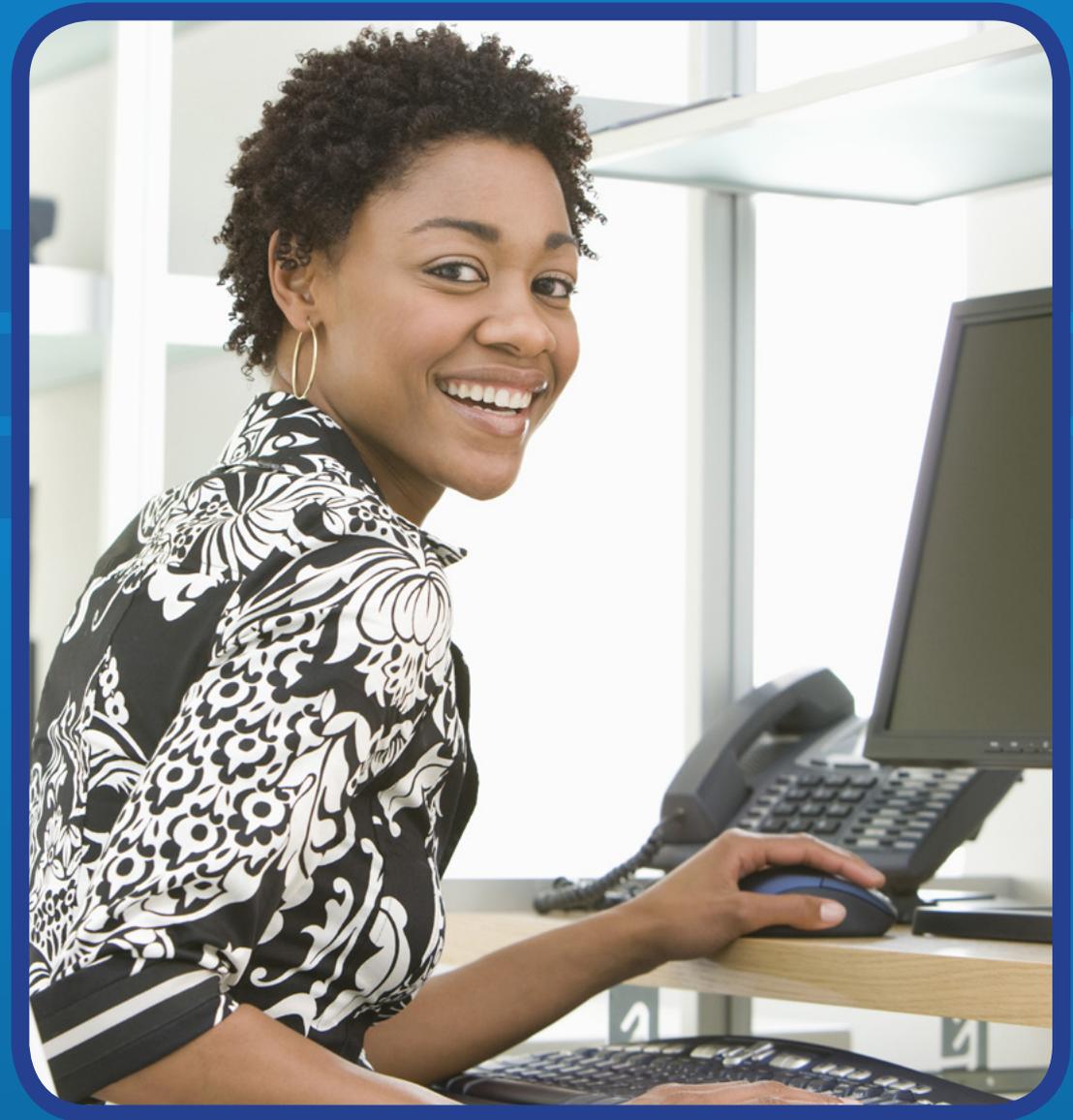
CUSTOMER RELATIONSHIP INTEGRATION

Your customer relationships depend on your ability to make and receive phone calls. Your VoIP system can integrate with a range of different software to make phone calls from all your teams work better -- starting each call with a full customer service record that can include full contact information, past purchases, and records of past conversations.

VoIP can integrate with:

- CRM software

- Customer database

- Sell-on-hold software

- and more

CUSTOMER RELATIONSHIP INTEGRATION

Customer relationship integration means:

- More effective customer service

- Easier sales calls with clearer upselling opportunities

- Better customer relationships
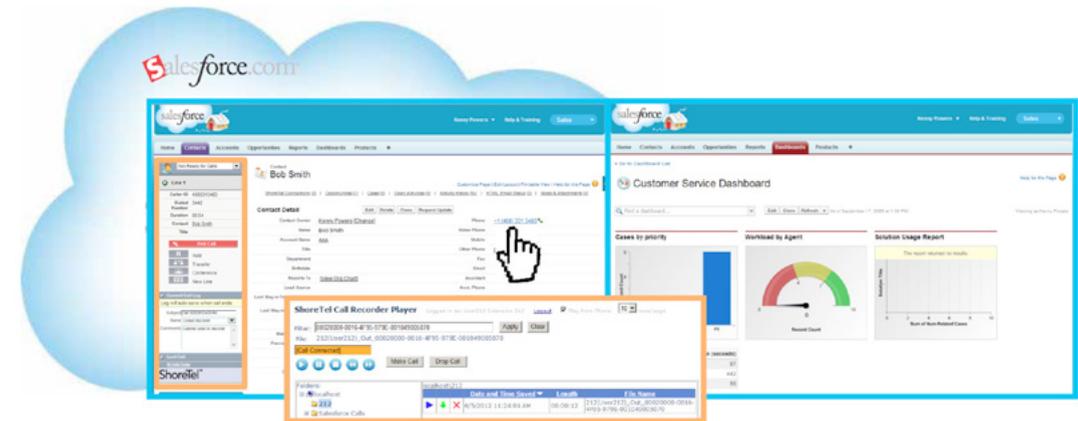
IMPLEMENTING A CRM CAN IMPROVE CUSTOMER SERVICE, CUSTOMER SATISFACTION, AND CUSTOMER RETENTION.

Source: http://www.superoffice.com/blog/crm-charts/

PHONE FUNCTIONALITY INTEGRATIONS

To maintain a competitive edge, it is not enough to be able to pick up a phone and answer a call. Your phone system needs to be doing more. The right VoIP functionality integrations can make your entire phone system more effective with features like:

- Automated call transfers
- Recipient availability information
- Virtual assistant options
- On-Call call routing
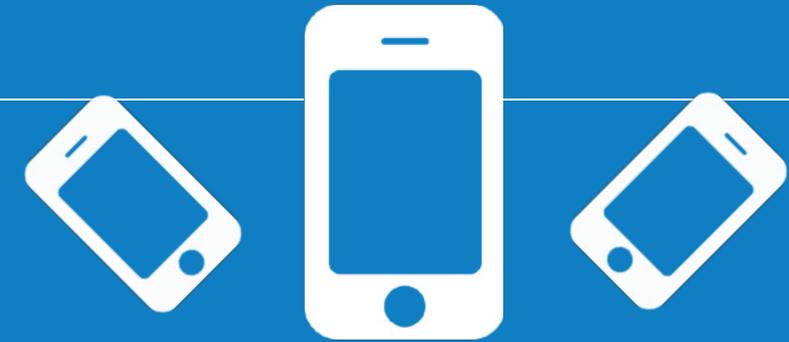
59% OF PEOPLE

WOULD TRY A NEW BRAND

OR COMPANY FOR A BETTER

SERVICE EXPERIENCE.

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PHONE FUNCTIONALITY INTEGRATIONS

Phone functionality integrations means:

- Improved administrative productivity

- A better customer experience

- More effective internal communication

75% OF CUSTOMERS

BELIEVE IT TAKES TOO LONG TO REACH A LIVE AGENT -- WITH VOIP INTEGRATIONS, YOU CAN GET CUSTOMERS TO AN AVAILABLE PERSON FASTER

Source: https://www.helpscout.net/75-customer-service-facts-quotes-statistics/

AUTOMATED NOTIFICATION INTEGRATIONS

The best business tools work flawlessly, even when you aren't thinking about them. With automated notification capabilities, VoIP phones can be programmed for:

- Emergency event notifications
- School bell tone broadcasts
- Facility paging functionality

Automated notification integrations mean:

- Improved emergency preparedness
- Cost savings over separate notification systems
- More effective customer communication

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FREQUENTLY ASKED QUESTIONS

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Can I Set Up VoIP Integrations Myself?

Unless your IT team is extremely familiar with realtime database programming and business processes, it is unlikely that they will be able to set up these kinds of integrations efficiently. Rather, it is best to find a VoIP provider that is able to offer their services.
This may (or may not) be the provider who installed your VoIP system to begin with.

Do all VoIP providers offer these integrations?

No, not all VoIP providers have the expertise and staff to effectively integrate your VoIP platform with existing business applications.

Does VoIP Integrate with Salesforce (or another specific software)?

Absolutely! The right VoIP specialists can find ways to integrate your VoIP platform with many different types of software.
For details on your specific needs, feel free to contact BCS.

NEXT STEPS

If you want to learn more about VoIP integrations and what's possible for your organization, contact us today.

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