

Before Your Business Moves



How Carefully Have You Done Your Homework?

Reviewing Your Telecom Needs



When companies move it can be a very taxing process; since there's a multitude of critical activities that need timely attention. One of the most important undertakings is reviewing the communications technology plan.

The reasons are many: As companies depend on communications technology to increase their productivity and to establish competitive advantages, understanding the ever-changing options and opportunities becomes that much more imperative. Thus, a timely review of your communications technology and associated infrastructure can offer a host of benefits that will not only provide cost savings, but also take advantage of new revenue opportunities.

"Before talking about technology and applications, we spend the time to comprehensively understand the business of our customers," says Bruce Kamin, a senior account executive at General Communications. **"There are many questions we need to review in order to make proper recommendations."** These questions include: What are the specific communication needs of various clients, employees or vendors? Are there any legal requirements they must follow when they interact with their customers? What are their privacy concerns?"

During a review with a financial institution, we learned that they received and sent a multitude of legal documents over a shared fax machine. Too often, important documents would get misplaced. As a result, we proposed they implement a unified messaging solution, which would allow for faxes to come right to a designated computer, where faxes can be printed out at a printer. Plus, faxes can also be sent directly from the desktop. Not only does this solution insure accuracy and privacy, but it also allows for documents to be electronically filed, making organization and retrieval extremely efficient.

With the growing popularity of high-speed internet access, older telephone systems, might not be able to support an ISDN or T1 connection. A review will also show the breakeven point of moving from analog lines to a

A communications technology review focuses on the systems, applications and services that allow you to exchange voice, video and data communications between employees, customers, partners and others in order to meet current and future business objectives.

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T-1. For example, the price of T1 access has dropped to as little as a tenth of its price five years ago. Thus, by getting a new telephone system that can support a T1 interface, you can easily justify the purchase of a new telephone system.

Call center technology, which was once only enjoyed by larger organizations, is now being embraced by smaller businesses. Instead of having a host of phones ring at once, with an **Automated Call Distribution System, callers are intelligently routed to representatives best able to handle their needs.** Plus, if callers are waiting, messages on hold allow for cross selling opportunities. To insure proper staffing levels, reporting packages can monitor call center traffic. Operation costs could be reduced even further, while customer experiences enhanced, through Interactive Voice Response (IVR). Using this technology, callers promptly get information without even talking to a customer agent.

A review should also consider if you are a multi-site location, because an IP solution might be advisable. Using this technology you can eliminate toll calls between offices, and still dial three digit extension numbers to colleagues in other offices. In addition, it's important to examine how you currently and in the future would like to communicate between multiple offices. For instance, if you foresee the need to collaborate between offices using multi-media conferencing, are your bandwidth capabilities sufficient?

General Communications works closely with companies to insure a flexible, long-term solution is put into place. For example, if additional hiring is planned, we will typically recommend cabling is done when the initial phone system is installed. From a system standpoint, we will make sure that future requirements such as a call center are provisioned as part of the base solution. We make it our job to be concerned with all the details.

By conducting a review of their communications technology before they move, companies can proactively employ communications technology for measurable and maximum success.

At General Communications, we work with partners who allow for seamless migration. This means that your investment in new technology won't be outdated. Many times, only a simple software upgrade is needed to take advantage of new feature sets.


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