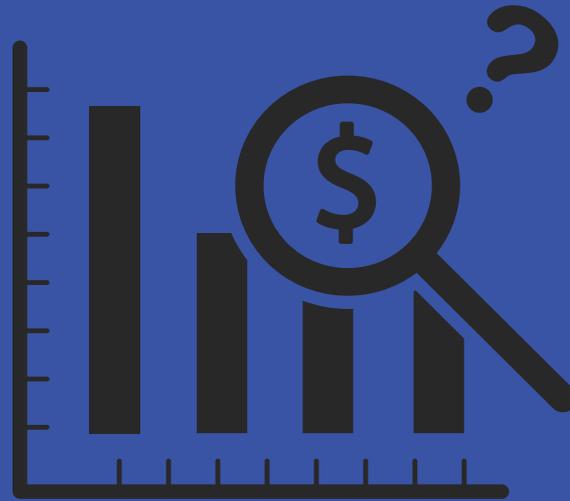


# Is Your Phone System Holding Your Company Back?

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## Here are the 5 Signs

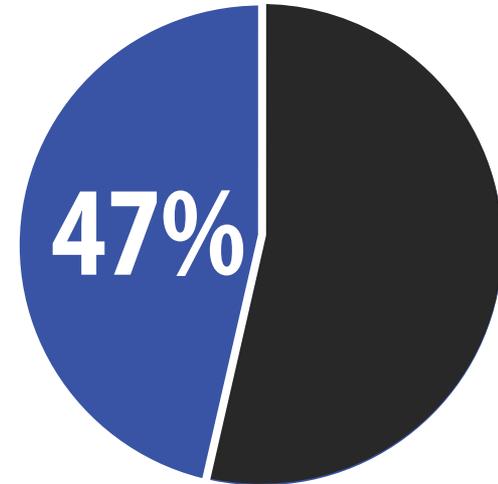
# 1. DOES YOUR PHONE SYSTEM WORK WITH YOU... OR AGAINST YOU?

The Internet has completely redefined what it means to run a business. Customers expect to be able to communicate with companies using the device that's most convenient to them and get them to the right person, through phone, email, and live chat on your website, while still providing a personalized experience.

## 47% GREATER RETURN FOR EFFECTIVE COMMUNICATORS

Effective communicators have been found to generate a 47% greater return to shareholders over their less communicative counterparts. Imagine what they can do with new tools at their disposal.

(Source: <http://smallbusiness.chron.com/effective-communication-important-business-es-1399.html>)



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## 2. ARE YOU MANAGING YOUR BUSINESS OR YOUR PHONE SYSTEM?

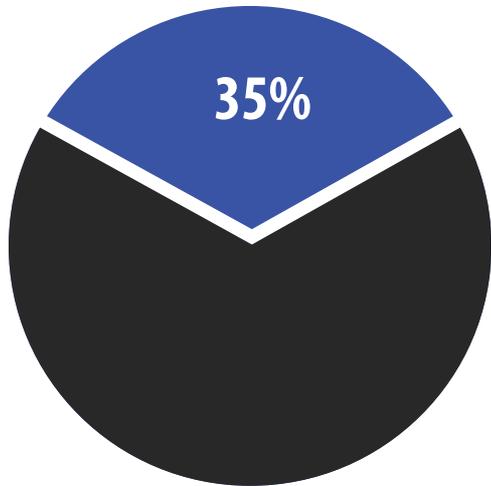
As a smart business leader, your first priority should be growing your business, not managing your phone system. So how do you know if you're investing too much time maintaining your current phone system? Easy, just ask yourself these four questions:

1. Do you know how many calls you receive that are never answered?
2. Can your staff perform the majority of the adds, moves, and changes in-house?
3. Do software upgrades happen at least once a year?
4. Can you tell if you are using your system as efficiently as your business requires?

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If you answered “No” to one or more of these questions, you’re spending too much time dealing with an outdated phone system. Today’s systems are managed by vendors who specialize in business communications, and provide expert installation and support, so your IT staff (and you) can focus on more important business.



On average, IT departments spent more than a third (35%) of their time fixing problems with *existing* IT hardware and software. . .

(Source: <http://www.techradar.com/us/news/world-of-tech/roundup/it-departments-spend-athird-of-their-time-fire-fighting-problems-1109662>)

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### 3. DOES YOUR PHONE SYSTEM ENHANCE YOUR BOTTOM LINE?

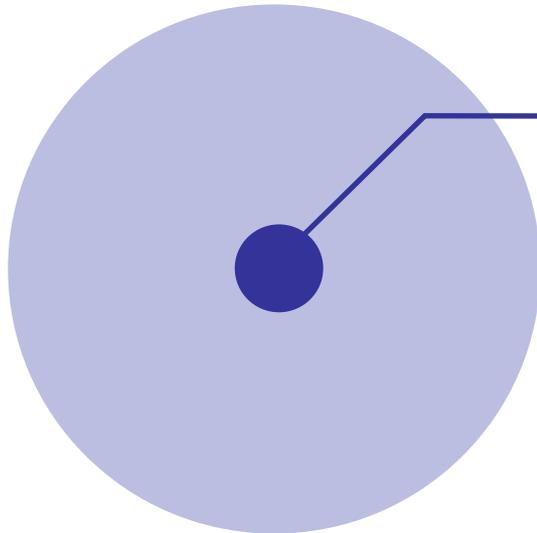
Like all other technology investments you have made, your phone system should be strategic in helping to boost your bottom line. To see if your phone is doing its job, ask yourself these 4 questions:

1. Is your phone system integrated with core applications like CRM, ERP, ATS or others?
2. Does your phone system provide invaluable data that enables you to optimize staff levels, evaluate employee performances, analyze marketing spends, and understand customer behavior?
3. Does your phone system help sales reps be more productive?
4. Is your phone system a powerful tool for training and coaching employees?

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If you answered “No” to any of the above questions, count it as a sure sign that it’s time you tapped the hidden resource that is your phone system, and put it to work for you.



## **10-15% OF DATA LEADS TO REVENUE**

In a world where data drives success, a phone system that provides valuable data raises the bottom line. A business that wields customer data correctly can attribute 10-15% of revenues to the actions resulting from that information

(Source: Harvard Business Review [http://blogs.hbr.org/cs/2012/09/how\\_one\\_company\\_uses\\_customer.html](http://blogs.hbr.org/cs/2012/09/how_one_company_uses_customer.html))

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## 4. CAN YOU MEASURE YOUR PERFORMANCE?

If your company isn't providing quality service and your customers are unhappy, you need to know—and an integrated telephone system will help you analyze the granular details of customer relations.

According to the MCM Outlook 2014 survey, 49.5 percent of respondents claimed that customer service is the most important customer satisfaction metric.

(Source: <http://multichannelmerchant.com/opsandfulfillment/measuring-metrics-that-matter-in-the-contact-center-01042014/>)



# 49.5%

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## 5. ARE YOUR EMPLOYEES UNHAPPY?

If you're experiencing high employee turnover and employees are disengaging, with complaints met with "That's just how things are", it might be time to devise a plan to turn those trends around. A phone system that gives employees enriched information about their performance, and customer data that makes their life easier, will help keep them happy. When your employees are happy your customers will be happy too.



**70% of U.S. workers  
are not engaged at work.**

(Source: <http://www.gallup.com/services/178514/state-american-workplace.aspx>)

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# WE HOPE “FIVE SIGNS” HAS SAVED YOU TIME

in determining if it's time to upgrade your phone system. To learn more about integrated phone systems, visit our website for more information.

<http://www.gcti.com>

## REMEMBER TO LOOK FOR...



A PHONE SYSTEM THAT WORKS FOR YOU



MANAGED BY A VENDOR FOR EXPERT INSTALLATION AND SUPPORT



RAISES THE BOTTOM LINE



THAT MEETS CUSTOMER'S NEEDS



KEEPS YOUR EMPLOYEES HAPPY

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