

9 Reasons Why Your Aging Phone System is Putting Your Business' Success on Hold



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What's the secret to your business' success? Much of it has to do with communications, both internally and externally. The world of work has changed dramatically, driving the need for flexibility and agility. An aging phone system doesn't offer this freedom. It literally ties you to a specific location, and that doesn't align with modern business operations.

If you want to stay connected to your customers and foster employee collaboration, you need a robust phone system that enables this through various touchpoints, and you can find all of these in a cloud communication platform. Such a solution consolidates all necessary tools — phone, video conferencing, chat, business texting, and secure file sharing — in one.

So, what's keeping you from upgrading? Failure to do so puts your growth, customer retention, and operational efficiency in danger.



82%

of consumers look for an immediate response to marketing or sales questions.

- Hubspot Research

It's time to explore what you can gain by leaving your legacy phone system in the past.

CONVENTIONAL PHONE SYSTEMS AREN'T VIABLE FOR MODERN TIMES

Telephones have been part of the human experience for nearly 150 years, and innovation around them has never stopped. However, aging phone systems still rely on an architecture that's not agile and only serves your employees if they're in an office.

Today's workforce needs mobility, as most organizations are shifting toward a hybrid structure. According to data from Gartner, by the end of 2023, 51% of US knowledge workers will work hybrid and 20% will work remote. An aging phone system cannot support this new dynamic. Companies that don't bring modern communications solutions to the table could risk losing employees, as 83 percent of all workers prefer the hybrid work model.

Organizations have learned that for employees to be effective and productive, they don't all need to be in one location.

What workers do need to ensure improvement across the board for internal and external communication is the right technology. Legacy phone systems cannot meet these new demands. Nor do they align with customer expectations. A lot of frustration can result from customer service gone wrong. In fact, around 33 percent of customers feel the most frustration from waiting on hold and having to repeat themselves. Additionally, 67 percent end a call in exasperation when they can't reach an agent.

To serve your customers based on what they expect from you, you'll need to make contacting you simple, offer multiple channels for engagement (e.g., phone, chat, business texting, email), and resolve the issue in the first interaction. An aging phone system won't help you meet these expectations!

A modern cloud communications platform provides all the features and functionality needed to support mobile workers and meet your customers' needs. You'll enjoy reliable connectivity, high call quality, omnichannel options, and more. It's also easy to deploy and maintain.

[Let's take a deep dive into nine key benefits that demonstrate what companies can realize when they migrate to the cloud.](#)



1 | **REDUCE COSTS WITH CLOUD-BASED PHONE SYSTEMS**

On-premises phone systems are expensive and fluctuate depending on usage. You also must invest in the infrastructure to host it and recurring fees for upgrades, support, and maintenance. But the costs don't end there. The expense of adding a new user could require expansion cards or private business exchange lines. These legacy systems can quickly become a money pit.

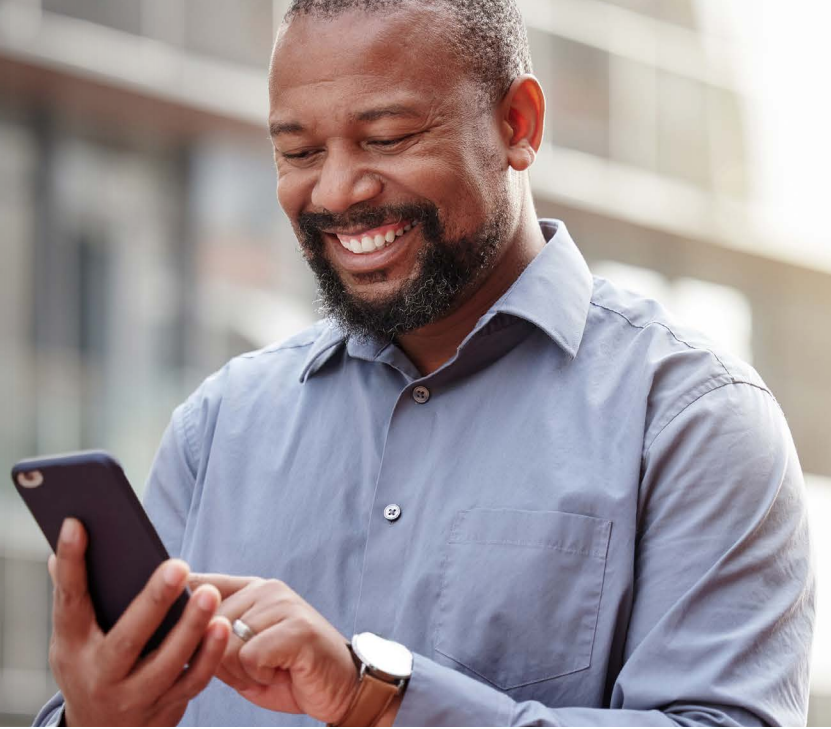
Cloud communications offer a predictable monthly charge for the entire range of services — phone, video conferencing, chat, file sharing, and more. You can remove hardware and servers from your budgets.

You'll see immediate savings across the board for your IT expenses. You can then reallocate those dollars into projects that will help you accelerate growth.

89%

of consumers begin doing business with a competitor following a poor customer experience.

- Harris Interactive



2 | IMPROVES CUSTOMER SATISFACTION

Your phone system is often the first point of contact with your customer. You have an opportunity to create a positive customer experience. If that's not the impression they receive, you could lose them. The customer is formulating a perception before they even connect with an agent. So, are you making it easy and convenient?

Most people crave convenience in all interactions, no matter the channel. Most of your customers are tech-savvy as well. They don't want to spend unnecessary time chasing down a company to get the service they need.

An aging phone system immediately puts you at a disadvantage in meeting customers where they are. A traditional on-premises PBX phone system can't integrate with your mobile devices or support your customers' preferred means of engaging. Without even upsetting a customer, you are already in place of delivering a poor experience.

That can all change with a modern phone solution.

Allow customers to reach you through numerous channels — phone, chat, email, text, and social media — the way they want to reach you.

3 | FEEL CONFIDENT IN THE RELIABILITY AND QUALITY OF YOUR PHONE SERVICE

Beyond the advanced features and functionality of modern phone systems, two things they deliver much better than their predecessors are reliability and quality. Fundamentally before anything else, the platform must work with as little downtime as possible. On-premises phone systems can be volatile and will be a weak link in business continuity. Should a fire, power outage, or natural disaster occur, your phone system will be down.

Cloud communications minimize these risks.

When you choose a provider with a robust network and core infrastructure in redundant data centers, you can feel confident in the reliability and quality of communications.

Even if your area faces an outage, your communications are still accessible through the mobile app. You can maintain operations even in the worst conditions, which would have previously rendered you unavailable.

Call quality is another upgrade with the cloud. Legacy phones can drop calls and often have static or other noises that reduce call clarity.



A man with short dark hair, wearing a blue suit, white shirt, and blue tie, is looking down at a white smartphone he is holding in his right hand. He is wearing black-rimmed glasses and has a slight smile. The background is blurred, suggesting an office or business setting.

87%

of respondents stated that cloud governance will become very important in the next two years, yet many do not believe their IT department is capable of handling it.

- Ponemon Institute study

4 | **RECEIVE AN UPGRADE TO SECURITY WITH CLOUD COMMUNICATIONS**

Every business has to be on alert for security issues. Your network and data hold data that may be attractive to cyber criminals. If you have an on-premises solution, you're likely at greater risk. That's because all the security requirements are on your plate, and it can be challenging and expensive to keep up with cybersecurity best practices.

Working with a world-class provider can provide you with “worry-free” security. Not all organizations will meet this test, so it’s crucial to look for these attributes:

- SOC 3 security and availability validation
- Encryption for all data while at rest and in transit
- Server-side and client-side backups
- Endpoint protection for all device types (even more critical now with remote employees using numerous devices from many locations)
- Two-factor authentication
- Identity protection to ensure only authorized users have access control
- Infrastructure security both in the network and physically
- Privacy protection frameworks
- Continuous monitoring for threats

In addition to these foundational security requirements, you may also have compliance concerns if you’re in a regulated industry like healthcare or finance. Make sure your provider is HIPAA, PCI-DSS, and other regulation compliant.

[By moving to the cloud, your security gets an immediate upgrade. You’ll have a stable and proactive provider to combat threats 24/7/365.](#)





5 | MOBILIZE YOUR WORKFORCE

One of the key reasons to migrate to the cloud from on-premises is to meet the expectations of today's workforce. As discussed, hybrid structures are the present and future. Requiring employees to work from an office can significantly limit your ability to attract and retain qualified workers. It also constrains the talent pool you can hire to your specific metro area.

With the cloud, your workers will have apps for mobile devices and desktops to support them from wherever. This mobility allows employees to make and receive calls, participate in video conferences, chat, share files, and more on their mobile devices.

Your workers will have the same capabilities of a full-featured phone system as employees in the office. They can access the company directory, check voicemail, and transfer calls from a smartphone. Your customers can reach your employees from a single company number.

With all features in one app, it streamlines how your employees communicate. They don't have to bounce from platform to platform, impacting productivity. It's easy for them to manage their work tasks and responsibilities wherever they are.



75%

of employees use their smartphones as their main business communications tools.

- IDC

A man with a short beard and mustache, wearing a light blue dress shirt and a dark blue tie, is leaning against a textured, light-colored wall. He is looking directly at the camera with a slight smile. His arms are crossed.

6

SCALES EASILY

A cloud-based communication platform enables easy scaling for your phone system. There's no need to contact technicians for pricey services. You have the power to control adding and removing users with just a few clicks, even from a mobile device. Enjoy business agility when you need to adjust to seasonal spikes or expand into a new market.

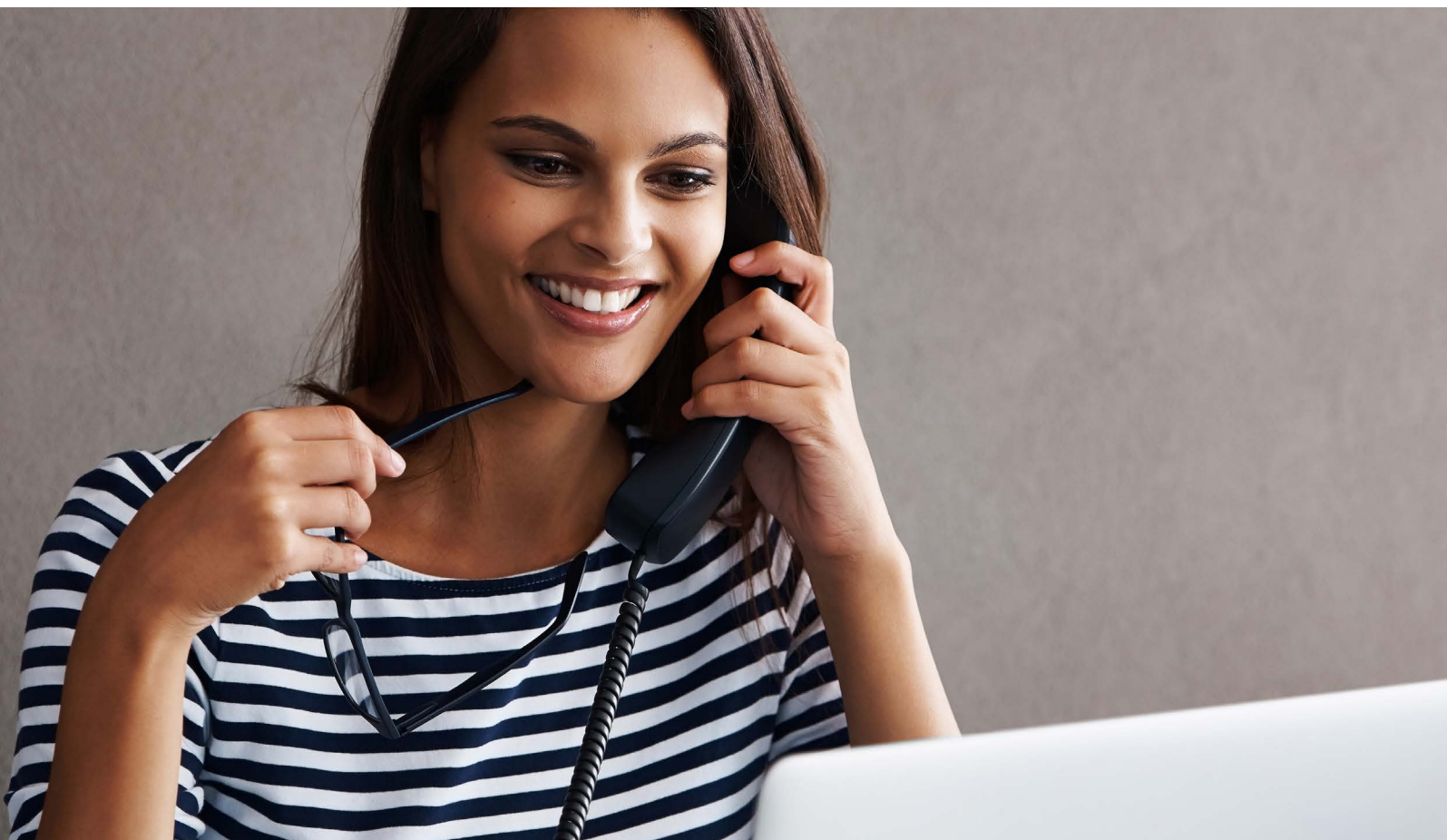
7 | MANAGE AND ADMINISTER YOUR ACCOUNT FROM ONE CENTRAL SPOT

With on-premises solutions, adding a new user or making changes can be quite an ordeal. It often requires a service call and an on-site visit. That's expensive and can take days to complete. That keeps your employees from having what they need to do their jobs.

A cloud-based system is within your control. You can scale and manage according to your needs. From your management portal, you can:

- Add or remove users
- Change features and settings
- Enable or disable permissions by groups or users
- Set up auto attendants to greet callers
- Create and view reports

It's a single user interface where your designated administrator can manage all your phone system needs. You don't have to call and wait for your provider to get things done, saving you time, money, and resources.



8

GET ACCESS TO ALL THE LATEST FEATURES

Technology is always progressing. The past few years have been a whirlwind of transformation to fit the new realities. For your phone system to evolve as you do, you'll find this only with cloud phone systems. As new features, patches, and upgrades become available, your provider automatically updates everything.

That's not the case with aging phone systems. You'll be responsible for these and might not receive them until later. Further, some of these advancements may not be possible because of your legacy hardware, so your employees won't be able to access these. It sets you back and can influence your competitive pace.

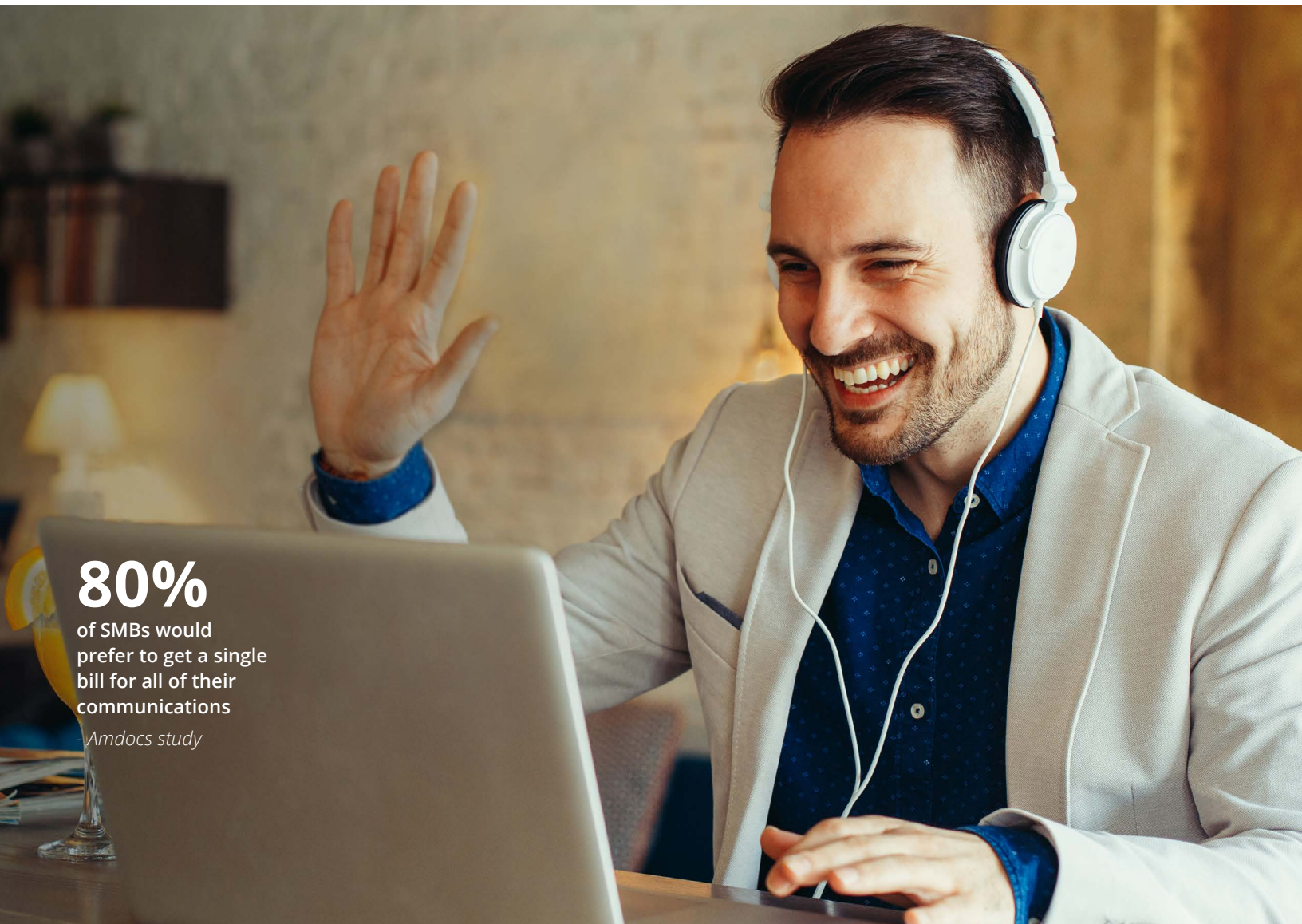
With the cloud, your team will always have the newest and latest features.



9 | STREAMLINES COMPLEXITY AND ENHANCES PRODUCTIVITY

When you deploy a cloud communications solution, the complexity of hobbled-together applications disappears. You won't need different systems for phone, chat, video conferencing, business texting, file storage, backups, and online faxing. It will certainly reduce costs, but maybe more importantly, it eliminates complexity in communications.

When your teams have a central platform, you'll see productivity improvements. The swivel chair of going back and forth between systems and other inconveniences add up over time. Give your workers back this time. Productivity gains in collaborative processes will happen as well. For example, colleagues can edit a document simultaneously without passing it back and forth through secure file sharing.



80%

of SMBs would prefer to get a single bill for all of their communications

- Amdocs study



TRANSFORM YOUR BUSINESS' COMMUNICATIONS BY SWITCHING TO THE CLOUD

Cloud solutions are reliable, easy to manage, accessible from anywhere, cost-effective, and convenient. With these benefits, you can feel confident about migrating to the cloud. Set your organization up for the present and future with a platform that's fast to deploy. Your workers will have a rich set of features to improve productivity, and you'll gain a provider who can support you whenever you need it.

You'll experience all this and more by adopting Intermedia Unite — a unified communications platform that powers businesses.

What sets us apart:



- J.D Power-certified 24/7 support
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