


Call-Center Functionality is Transforming Small Business

 ebook

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Upgrading your information systems to modern Cloud-based technology can add new momentum to your company's operational performance. It can help you increase sales, improve productivity, retain your existing customers, and reduce costs. It's time to take the next step, and your business telephone system is a great place to start. It is a foundational component, and the money you save can provide a springboard to additional technology investment.





 Call centers are the front line of every large customer-facing business, and their importance to business success cannot be underestimated. In today's highly integrated business operations, call centers play a significant role in sales, marketing, customer service, and technical support activities. Call-center technology gives businesses key opportunities to win new customers, build conversions and upsell opportunities, and maintain their existing customer relationships.

Call centers today are driven by two main operating principles – minimizing customer response time and optimizing human resource utilization. Smart marketers are employing integrated call-center solutions to better automate marketing needs while saving money. This paper focuses on how call-center technology can be used to leverage existing or upgraded business phone solutions to raise marketing awareness, increase sales, increase customer satisfaction, and lower costs for SMBs.



Social Media and Mobile Technology

Smart businesses recognize that the way people communicate today has changed. Today's consumers use social media such as Twitter and Facebook, as well as mobile technology such as SMS messaging. Smart businesses use the same technology in their customer support and overall marketing outreach. Evolving trends are shaping the ways in which the call center is communicating with consumers. One example is the increased use of chat services and SMS functionality in call-center customer marketing. Younger consumers (and some older ones, too) prefer text-based communication. That preference suits smart companies that know how to address it. Using text instead of voice communications with customers not only saves time, but also increases employee productivity. Customer-support teams can handle several chat-based interactions at the same time, instead of just one voice interaction per person.



Advanced Call Centers for the SMB

It may surprise you to know that call-center, social-media, and mobile-technology features, once only available to major corporations, are now within the reach of small-

to-medium-sized businesses. These best-in-class features were out of reach for SMBs just a few years ago, but technology advancements have hastened their arrival. [Forrester Research projects](#) that after years of “uncoordinated technology adoption across call centers,” it is now time for companies to upgrade to [cost-saving phone technologies](#) that can streamline customer service levels and help automate marketing practices across the business.

Now managers of small-to-medium-sized businesses can get real-time information on call volume or premium customer calls. Additionally, SMBs can use this technology to better understand how to fully leverage call queuing, call monitoring, and customer-support communication channels.



Marketing Benefits from Phone Technology Solutions

Call-center functionality in small companies that include the following technology solutions can have a strong impact on your company's overall customer marketing.

- SMS Integration – It's time that businesses start to seriously consider [SMS integration](#) into their operational processes. More people use text now over voice communications in personal lives, and that's moving over to business communications. A call center's costs can drop from \$5-\$20 per interaction on voice, to \$2-\$5 per interaction on SMS text messaging.



- Cloud Support – SMBs can access Cloud-based phone features that replicate call-center usefulness in one powerful platform. Using phone systems integrated with CRM and marketing automation software offers businesses seamless data tracking and simplified click-to-call functionality.
- Call Reporting – An upgraded phone system can show real-time call volume, call performance, and dropped or abandoned calls. SMBs can see reports that offer insights into service levels while saving the company money.
- Call Queues – With the right system, SMBs can easily customize rules for routing calls to the right department or employee to reduce call-transfer time and increase customer interactions.
- Automated Dialing – The potential of using automated dialing in call centers remains high. Auto dialing can integrate via API easily with your current system; its usage can improve lead generation and lead capture, and can boost profit margins, increase productivity, and help to promote your business more effectively.





Companies can also use phone system features like auto-attendant, corporate directory, music-on-hold, conference bridging, specialized ring groups, and more. All of these features contribute to better brand awareness, employee productivity, and overall marketing effectiveness for customers.

As an added plus, allowing customers to choose how to contact your company (voice, text, email, etc.) is a great start to customer satisfaction. Moving from a desktop-based Web chat to a mobile text chat gives your customer more flexibility in how to interact with you. And that in turn can improve how your customer perceives your customer-support practices.



Work Smarter Grow Faster



Investing in the right phone system can have a tremendous long-term, positive impact on your bottom line, and technology upgrades can add marketing benefits while saving you money. Learn more about investing in FracTEL's Cloud PBX architecture for your phone system for reliability, scalability, security, and savings. FracTEL's service provides transformative tools and features you need to connect at the speed of business.

FracTEL is the pioneering provider of next-generation Integrated Communications systems that are transforming businesses by offering an unprecedented full integration of telecommunications with other information technologies. Our patented, feature-based [Cloud PBX architecture](#) also delivers unmatched reliability, scalability, security, and savings. These capabilities are coupled with the Intelligent Communications Desktop (ICD) that provides immediate access on any device, from anywhere, at any time.

From Entrepreneur to Enterprise, FracTEL delivers world-class communications in the Cloud that will help you grow your business and will grow at the speed of your success. With a revolutionary patented architecture that's designed from the ground up to be reliable, scalable, and secure, FracTEL truly is Telecom Perfected.

Ask us about how we've been perfecting a better business phone system.



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