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[Looking for Business Voice?]
10 Questions to ask

[Meeting your customer where they're at]

Customer is king. Whether that's your external customer procuring a service, or your internal customers (your employees) ensuring you deliver that service.
And guess what? The modern customer wants an experience that works around them.

Advancements in technology are changing the way businesses communicate with customers by enabling them to interact via multiple channels seamlessly. Customers are ready to embrace those channels.

Traditional contact and service centres were primarily focused on handling customer enquiries via phone calls, but today they enable businesses to communicate with customers through multiple omni-channels such as email, chat, social media, and SMS. Often it means moving away from on-premise or hybrid solutions, and transitioning to a fully resilient cloud-based solution.

This flexible approach to service allows businesses to meet the customer where they are; and it provides a personalised experience that suits the customer's needs.

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Customers want to communicate through the channel they are most comfortable with and get quick, accurate responses. This has improved customer satisfaction and reduced wait times, leading to increased customer loyalty.

Moreover, this technology has also changed the way businesses operate. It has enabled businesses to collect customer data from various channels and consolidate it into a single view. This allows organisations to understand customer behaviour and preferences better, and tailor their communication accordingly. Additionally, businesses can use this data to improve their products or services and create targeted marketing campaigns.

It has revolutionised the way businesses communicate with customers by providing a seamless experience across multiple channels. This approach has improved customer satisfaction, increased loyalty, and allowed companies to gain valuable insights into client behaviour and preferences.

This ebook has been designed to help you make the right informed decisions when it comes to approaching the move to a new form of communication.

[We've gathered together the 10 questions that every IT decision maker should ask to ensure they are maximising their investment when it comes to purchasing business voice technology]

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[Question 1: What features does your solution offer, and how will that feature benefit our organisation?]

If you're enquiring about a business voice solution, it's important to look for a response that provides a comprehensive list of its capabilities. Some crucial features you should consider include call management, which allows you to manage incoming and outgoing calls efficiently, with options like call forwarding, voicemail, and call recording.

Collaboration tools should also be present, providing communication tools including instant messaging, video conferencing, and screen sharing.

Additionally, the solution should integrate with other systems, like your CRM, email, and calendar applications. Analytics and reporting tools should be available to track and analyse call data, such as call volume, duration, and outcomes. Finally, mobile access should be present, allowing the solution to be used from anywhere and on any device.

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[Question 2: What kind of security measures do you have in place to protect our communications?]

When seeking information about communication security measures, it's important to receive a comprehensive response that covers key areas.

These areas include asking about the type of encryption used to safeguard communication, and authentication, which pertains to the process of ensuring that only authorised users can access communication.

Additionally, access control is essential for maintaining communication security, and you should enquire about how access to communication is managed for authorised users only.

Other important areas to ask about include backup and recovery procedures for communication data, physical security measures to prevent tampering with the communication infrastructure, employee training for communication security awareness, and compliance with relevant regulations and standards.

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[Question 3: How do you ensure the quality of voice calls, and what kind of uptime can we expect?]

To ensure the quality and uptime of voice calls, there are several key points to consider when asking about voice call quality. Firstly, the technical infrastructure of the system should be described, including the hardware and software used to facilitate voice calls, as well as any redundancies built into the system.

The answer should then detail the measures taken to maintain a high level of Quality of Service (QoS) for voice calls, such as bandwidth management, traffic prioritisation, and measures to minimise latency.

Procedures for monitoring and troubleshooting voice calls should be explained, including real-time monitoring and analysis of call data to identify issues. Information should be provided about any Service Level Agreements (SLAs) in place that guarantee uptime or call quality, including what happens if SLAs are not met and what steps are taken to rectify the situation.

Finally, the level of customer support available in the event of issues with voice calls should be described, including the availability of technical support staff and any self-help resources such as online knowledge bases or user forums.

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[Question 4: Can your solution integrate with our existing phone system and other software applications?]

You should receive a comprehensive answer that covers compatibility, functionality, integration process, support, and costs.

It's vital to seek assurance the solution seamlessly works with your existing systems without technical issues or limitations. Confirm that it offers similar or better functionality than your current phone system and software applications, such as call routing, voicemail, and call logging.

The integration process should be smooth, with minimal disruption to your business operations. The provider should offer ongoing support, including technical support, training, and maintenance.

Lastly, ensure that the integration costs are reasonable and within your budget. Overall, the answer should provide you with a clear understanding of the integration process, its benefits, and costs.

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[Question 5: How do you handle call routing and forwarding, and what options do we have for customisation?]

When enquiring about call routing and forwarding, look for an answer that covers routing options, customisation capability, call forwarding options, integration with other systems, and reporting and analytics.

A comprehensive answer should demonstrate an understanding of the subject matter and the ability to customise the system to fit your business needs.

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[Question 6: What kind of customer support do you offer, and what is your response time for support requests?]

When assessing a company's customer support, you should look for information on the types of support channels available, response time, resolution time, support quality and the qualifications of their support staff.

This will help you understand the level of support you can expect, how quickly the company can address your concerns and get your phones, and communication system, back online!

[Question 7: Can you provide us with references from other customers who have implemented your solution?]

When you request references from a company, you are asking for proof that their solution has worked for others in similar situations. The answer you seek should include the number of available references, their industries and use cases, the outcomes achieved, the level of satisfaction, and the willingness of the references to speak with you.

The more references provided, the better, and it's essential to ensure the outcomes and satisfaction levels are relevant to your industry and use case. The company should provide information about the metrics achieved, such as increased efficiency, cost savings, or revenue growth. Additionally, it's beneficial if the references are willing to speak with you directly, allowing you to ask detailed questions about the solution's performance.

[Question 8: How do you handle billing and invoicing, and are there any hidden costs or fees we should be aware of?]

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The answer you should be looking for is a clear and transparent explanation of the billing and invoicing process, including any fees or charges associated with the service. You want to make sure that you fully understand how and when you will be billed, what payment methods are accepted, and whether there are any penalties for late payments.

You should also be looking for information on any potential hidden costs or fees, such as charges for additional services or upgrades. The provider should be transparent about any additional charges and make sure you understand what they are before you agree to any services.

Ultimately, you want to feel confident that you fully understand the payment process and that there are no surprises when it comes to fees or charges. If you have any doubts or questions, don't hesitate to ask the provider for clarification.

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[Question 9: What kind of training and documentation do you provide to ensure our employees can use the system effectively?]

When introducing a new system to your company, it's essential to ensure that your employees are trained effectively to use it. This requires asking specific questions about the training and documentation that will be provided. You should enquire about the type and format of the training materials, the delivery methods and schedule, and the kind of support that will be available to employees after the initial training.

Asking these questions can help you determine if the training and documentation provided will be comprehensive and effective, and if your employees will be well-equipped to use the new system confidently and efficiently. It's also important to ask if there will be any ongoing training or refresher courses offered to ensure that employees stay up-to-date with the system's features and functionality.

By prioritising employee training, you can help your company avoid potential pitfalls and ensure a smoother transition to the new system.

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[Question 10: Can you provide us with analytics and reporting to help us track usage and identify areas for improvement?]

To track usage and identify areas for improvement, look for relevant metrics aligned with business goals, user behaviour insights, performance data, customisable reports, visualisation tools, raw data access, and proper data security protocols.

Relevant metrics include active users, time spent, and user retention. User behaviour insights should include interactions, feature usage, and drop-off points. Performance data should include loading times, error rates, and downtime.

Customisable reports should be easy to understand and actionable. Visualisation tools such as graphs, charts, and heatmaps should be provided. Raw data access is necessary for further analysis and customization. Proper data security protocols should be followed. These key elements can provide valuable insights for platform improvement and achieving business objectives.

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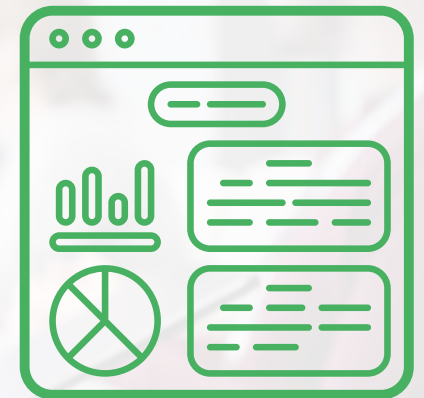
[You've asked the questions. Now what does good look like?]

It's a place where all of your systems and services align - a truly harmonised unified communications solution.

Imagine a solution that's fully integrated with MS Teams, with customised widgets and commands you've added yourself into your dashboard and dial-pad to simplify and speed up processes.

It's a solution that seamlessly bridges the gap between IP Voice Services and Contact Centre, made possible by the 8x8 XCaaS (Experience Communications as a Service).

With full API CRM integration for platforms such as HubSpot, Salesforce and Dynamics, it's a solution that facilitates 'call wrap-up' on a single screen, securely accessing all required systems and datasets. That means no duplicate entries for logging customer calls, emails, inbound/outbound enquiries, and generic sales call logs, driving efficiencies and streamlining processes across your team.

Working with 8x8 XcaaS, Vaioni can also provide automations that take care of 80%+ inbound enquires, via call, SMS, Webchat, WhatsApp, Facebook and Instagram, all the while automatically sharing key information instantly between departments.

The power of the 8x8 eXperience Communications Platform™
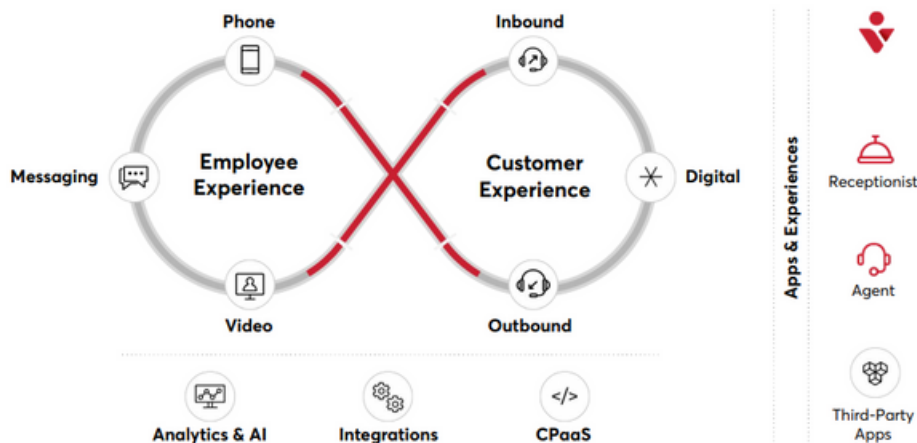
[Why not talk to us?]

We've teamed up with world-leader 8x8 to develop a comprehensive suite of solutions to give you the right platform to intelligently interact, as well as the ability to understand how your workforce is operating, whilst delivering a consistent customer experience, with the power and enablement of real-time insights and analytics.

For further information on how we can help you and to book a demo, contact us today at salesenquiries@vaioni.com

[About Vaioni]

Our vision is to be the most trusted provider of business-critical technology – from connectivity and cloud, through to the cyber protection that keeps your tech safe. It means enabling our clients to compete on a global scale.

It means embracing the best technologies and empowering our people to deliver the most reliable and secure solutions to our customers every day.

We know you're trusting us to look after the infrastructure that your critical applications sit on. That's why it's in our fabric to make a real difference through the tech we develop, the best-in-class vendors we partner with, as well as the support and advice we give.

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