

Cloud Telephony: The Hottest Cloud Trend Among Enterprises



From emails to instant messaging, today's savvy consumers have access to more sophisticated methods of communication than ever before. Yet, when it comes to customer support, a *phone call* is the most coveted. That said, maintaining an on-premise PBX (private branch exchange) for switching calls within an enterprise is a pricey affair. The legacy PBX system also comes with hefty hardware and wires tethered to desk phones, meaning customer reps must sit glued to their seats around the clock.

As per Gartner, the proportion of midsize to large organizations using cloud telephony solution over a premise-based telephone solution will rise from about 4% globally in 2016 to 15% in 2021.

Thanks to cloud telephony, the game changer of unified communications, more and more SMEs are upgrading their PBX to the cloud. Also known as hosted PBX, cloud telephony is best described as a pay-as-you-use call management system that allows employees to take calls from their own mobile devices – anytime, anywhere. With premium features like IVR, call routing, number masking, bulk messaging etc available at a fraction of cost of the legacy phone systems, the cloud solution is worth all the hype.

What's more enticing is the fact that cloud telephony has a tremendous potential to transform sales and services. Any business, regardless of size and industry, can readily get started on cloud services. There is literally zero investment on software and hardware whatsoever. More perks of adopting cloud telephony for business communication include-

- Plug and play installation
- No PBX maintenance costs
- Easy integration with CRMs like Salesforce and Zendesk
- Limited and unlimited subscription plans to suite various businesses
- Services can be changed, upgraded to new plan in a few clicks

Every business needs to secure continuity of services while delivering a tailored, almost personalized experience to its customers. A hosted telephony platform is undeniably a good place to start. After all, reliable telecommunication is paramount to customer satisfaction. Does your business operate 24/7? If so, are you ready for the transition?