



SMB TELEPHONY





WHO'S THIS GUY

- About me:
 - Filled many roles from retail sales to VP since 1995
 - Used VoIP.ms, Asterix/FreePBX, whatever work supplied, Google Voice
 - Learned many things along the way (the hard way)
 - Try not to be boring
 - Not sponsored!





WHO THIS IS FOR

- Self-employed, start-ups & SMBs
- 1st time dabblers in managing phone lines
- Non-techie business people who need some basic knowledge
- Curious business people





VOCABULARY TIME

- POTS: Plain Old Telephone System
- VoIP: Voice over IP (Internet telephony)
- SIP: protocol used for VoIP
- DID: phone number (xxx-xxx-xxxx)
- DID portability: transfer your phone number to another provider
- PBX: “business phone system” with extensions, auto attendants, etc.
- Cloud solution: software-based product hosted on the Internet
- Softphone: software telephone client (Win/Mac/iOS/Android)
- Hardphone: physical telephone



VOCABULARY TIME

- Ring group: set of phone numbers and/or extensions grouped
- Call queue: wait in line for the next available person
- Voicemail to email: can be sent as attachment and/or transcribed
- SMS: text messaging
- IVR: digital receptionist / auto attendant





DEFINING NEEDS

1. Business needs:
 1. How many users?
 2. Business units?
 3. Mobile users & home office?
 4. Budget?
 5. Hardphones?
 6. Integrations?
2. What you already have:
 1. Smartphones & hardphones?
 2. IT team?
 3. Phone #s?





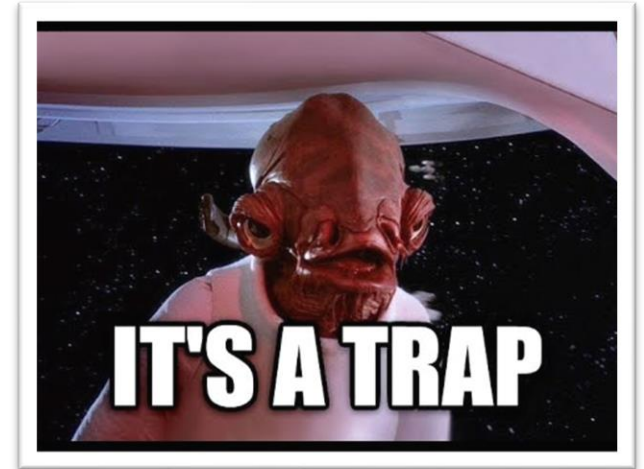
THE NEEDS MATRIX

	Solo	Sales	Customer Service	General
Extensions	No	Yes	Yes	Yes
Individual DIDs	Yes	Yes	Maybe	Maybe
Toll-free & other #s	Maybe	Yes	Yes	Yes
IVR	Maybe	Yes	Yes	Yes
Voicemail	Yes	Yes	Yes	Yes
Ring groups	No	Yes	Yes	No
Call queues	No	Call center	Call center	No
Hardphone & Softphone	Maybe	Maybe	Maybe	Maybe
SMS	Maybe	Maybe	Maybe	Maybe



THINGS TO AVOID

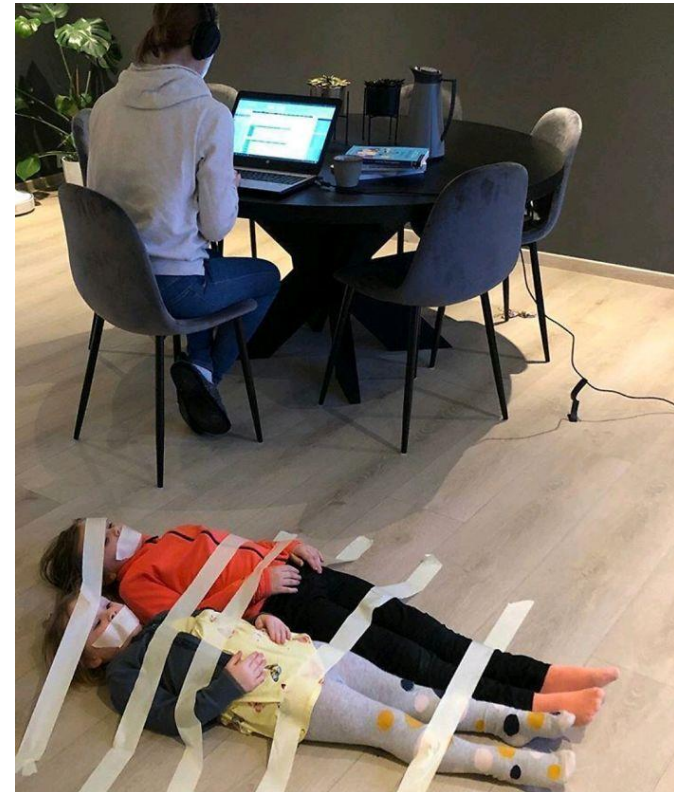
- Doing it all yourself
 - Where is your time best spent?
- Cheaping out
- Learning it all for non-IT staff
- Hosting locally
 - Needs plan B
 - Another system to manage
- Letting employees use their personal mobile number as their main one





SCENARIO: SOLO

- Mobile works!
- Pros:
 - 1 invoice
 - No extra hardware or budget needed
 - Nothing to change
- Cons:
 - Personal mobile = corporate number
 - No rules-based options (time, IVR, etc.)
 - Only one phone number
 - No growth
- Option: 2nd SIM if phone permits





ENHANCING SOLO

- Buy virtual phone #s: (separate home from work)
 - Local & other area codes
 - Toll-free
- Voicemail to email, transcription
- Schedules
 - Off hours ➔ direct to voicemail
- Potential suppliers:



RingCentral



VOIP.MS



SCENARIO: SMB

- Buy virtual phone #s:
 - Local & other area codes
 - Toll-free
 - International numbers
- Business voicemail features & virtual fax
- IVR(s)
- Schedules, ring groups, call queues, video calls
- Potential suppliers:



RingCentral



VOIP.MS



SCENARIO: CUSTOM

- Integrate into:
 - Apps
 - Systems
 - API-driven integrations
 - Crazy ideas
- Key things to play with: pbx/ivr, voice, SMS, video, email
- Potential suppliers:



Amazon Connect



SCENARIO: IMAGE

- Look bigger than you are:
 - Toll-free #s
 - Local #s
 - 3 digit extensions
 - IVR with submenus and departments
(for finance press 4)
 - Multilingual
 - Hire a professional voice artist
(cheaper than you think!)
 - Imitate your competition
 - Special & seasonal greetings



Perception



Reality



LAST THOUGHTS

- Hardphones: eBay, refurbished suppliers (keep spares in closet)
- Softphones: 1 vendor for all platforms (Win/Mac/iOS/Android)



- DIDs are cheap, go big!
- Try for vanity phone #s (855-your-123 / 514-your-123)
- Keep consistent when possible (833-376-3800 / 514-376-3800)



THANK YOU



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