

UNLOCKING THE BENEFITS OF TELECONFERENCING

ABOUT PRO ONCALL

PRO OnCall has been providing quality service to our clients in the communications and IT industry for over a total of 70 years. We take pride in providing our clients the best IT solutions and communications systems for their business. We view ourselves as your partners, enabling us to better understand your company's IT and Communications problems and long term goals and leading to innovative and personalized solutions.

We stay focused on serving you – building on our record of personalized strategic planning, single-source IT and Voice solutions, and exceptional customer support. Are you ready to get started on your long term goals? We are.

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Time to Upgrade Your
Telecommunications System

Save Time and Money with
Video Conferencing

TIME TO UPGRADE YOUR TELECOMMUNICATIONS SYSTEM.

Great communication is a core building block of any successful business. In any given work day, think about how many times you communicate with co-workers and clients. Whether you're on the phone making calls, sending emails, faxing, or conferencing – it's no question that your telecommunications system plays a major role in the way you carry out your day-to-day tasks.

Having the means to communicate in the quickest and most effective way possible allows you to focus on the bigger things at hand. Don't let inefficient and outdated telecommunications hold you back from achieving your long-term goals and growing your business. According to Infonetics Research, the communications market segment is projected to reach \$88 million by 2018 – and it's expected to keep growing! Newer technologies allow us to connect in ways we never imagined. The fantasies we've seen in movies are slowly turning into reality. To keep your business relevant in this new digital era, you must have a telecommunications system that supports the way you want to do business. Don't let the limits of your current telecommunications solutions keep you at a standstill. Unlock the power of a new and enhanced communications platform.

4 Signs Your Telecommunications is Outdated

Keeping your technology up-to-date is a key aspect in getting your business more competitive. The technology realm is always on the move – evolving in ways unfathomed and changing the way we connect with one another. Is your telecommunications system up-to-date and performing at its prime? If you're unsure, here are four telltale signs that you need to update your systems:

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1. Your Phone System is Nearly Obsolete

Choosing the right phone system is an important part of your overall business strategy. When deciding if it's the right time for your business to upgrade, ask yourself these critical questions: Are you happy with the way your existing phone systems work? Has your business outgrown its current system? If not, how about five or 10 years down the line? Do you feel like you're missing out by not upgrading your phones?

If you're still relying on a phone system that's even just a couple of years old, you may not be getting the most out of your investments. You may think your 10-year-old phone systems are fine just the way they are, but once they stop working, repairs can be costly.



Finding the right technician who has the specialized training to fix older phones will also be a challenge. It's never a wrong move to upgrade your business technology – especially when you feel like it's hindering your growth and productivity. As your telecommunications system gets older, take proactive measures to integrate a new phone system that works with your needs, not against them.

2. Your Calls are Cutting Out

Let's say you're on the phone trying to close a big business deal, when suddenly, your call cuts out – or worse, drops altogether. Not only does this look highly unprofessional, it may also cause you to lose your big client, which means less profit for your organization! Maintaining a smooth, easy, and hassle-free experience for your customers is one of your top priorities.

Think back to the last time you were on the phone for a customer service-related problem. Didn't you want to resolve your problem in as little time and with as minimal inconvenience

possible? Your clients feel the same way. By upgrading your telecommunications system, you provide them a faster, easier, and enhanced way to connect to you – helping you increase profitability and retain/attract more clientele.



3. Doesn't Allow You to Scale

You need a telecommunications system that grows with you and your needs. Your business is likely experiencing change, or going to experience change at some point down the line. Stay prepared by adopting a telecommunications system that aligns with your present and future goals. Whether you're moving to a bigger office

space or expanding into multiple sites, make sure your phone system stays as consistent and up-to-date as possible.

4. No Added Functionalities

Do your current phone systems come with advanced features like: find me/follow me, auto attendant, video conferencing, voicemail to email, music on hold, or call screening? If not, then this is a clear sign that your systems need to be updated. By switching from traditional legacy phone systems to Voice over Internet Protocol (VoIP), you can expand your communication capabilities and increase collaboration.

VoIP allows you to work anywhere you have a secure Internet connection. This means you can make business calls on-the-go rather than being confined to your desk. You can become more flexible with your work schedule and have all of the latest features right at your fingertips. That way, you can stay productive at all times – even when you're not physically at the office.

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SAVE TIME AND MONEY WITH VIDEO CONFERENCING

They say a picture is worth a thousand words. That holds especially true when it comes to conference calling. Conference calling is one of the common office rituals – and probably one of the most dreaded. There are so many things that can go wrong – people talking over one another, multi-tasking, zoning out, interrupting each other, rambling, etc. Although you can't overcome all of these challenges overnight, there is a solution out there that can help you make your conferences more productive and efficient. That solution is video conferencing.

With video conferencing, you're able to see who you're talking to in real-time. A live video conference is much more effective than a phone call for a variety of reasons and situations: say you're trying to demo a new product with your international team or trying to resolve a problem with a client which involves

sharing data. Video conferencing allows you to see everything that is happening. This method is far more meaningful and useful than having to rely on what is only verbally spoken. Video conferencing reduces the chance of confusion and misunderstanding, allowing everyone to be on the same page in real time.

The Advantages of Video Conferencing

Video conferencing allows you to have clear channels of communication both internally and externally. Say you have remote workers who cannot make it to the office for long periods of time, and calling them to keep them updated just isn't cutting it. With video conferencing, you can stay connected to your remote workforce with greater ease and improve communication across the board. By updating your telecommunications system, you gain the latest videoconferencing solutions to keep your business better connected.

No More Unwanted Travelling

Travelling for business has its perks – you get to meet new people and experience a new environment – but travelling can also take a toll on your productivity and your wallet, sometimes causing you exhaustion and keeping you disconnected from the office. Travelling for business reasons can have its downsides. This is why video conferencing is a popular alternative. You don't have to spend hundreds of dollars on a plane ticket, nor do you have to suffer jet lag, unhealthy eating, or being separated from family and friends.

Video conferencing allows you to be in several places at once without having to ever leave the office. Would you rather dish-out high-priced travel expenses for just one employee or invest in a quality video conferencing system that your entire company can utilize? The obvious choice is the latter. You need a solution that's worth your investment and works for your whole team now and in the future.



See Your Productivity Soar

In this day and age, it's not unlikely for companies to have satellite offices around the world. That makes communicating and staying in touch even more of a challenge. There's only so

much that phone calls, emails, faxes, and instant messaging can do. Lack of face-to-face communication can cause misunderstandings, errors, and downtime – consequences which all add-up to lost productivity.

With a cutting-edge video conferencing system in place, you can stay better focused and attentive when communicating with fellow team members or clients. As a result, your projects can be completed faster, with less room for error or confusion. With everybody in sync with one another, you can enhance productivity and keep your business on an upwards track to better performance and growth.

Grow More Competitive

In the cutthroat business world, being second in bringing a new solution or product into the market doesn't do you much good. That's why it's so important to keep your communications at top-notch quality. By communicating with your team members quickly and efficiently, you can spread knowledge and accomplish more projects at a quicker pace, and outshine your competition.

Video conferencing allows you to reinforce relationships with better than you would be able to with a mere phone call or email. By communicating face-to-face with clients, prospects, partners, team members, remote workers, and more, you can

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speed up information relaying and revolutionize your services. By being able to establish better bonds with your customers, you can expand your client base and take your organization's competitiveness to the next level.

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ONLINE MEETINGS:

KEEPING EVERYONE IN THE LOOP

Meetings take place within every single organization regardless of size or industry. You meet one-on-one with your coworkers on a daily basis or sometimes gather for large meetings held by your boss. People meet to collaborate, share ideas, and exchange information. When you have the need to meet with people who are not physically in the office and you don't want to waste time or energy on travelling, you could benefit from online meetings.

Web conferencing, or online meetings, have been around since 1982. Since that time, video technology has expanded in use and availability. We can now video conference on our smartphones, tablets, and other hand-held devices. Used to substitute the need for travel, improve collaboration, and speed up productivity, online meetings are a useful tool in everyday situations.

Online Meetings are The Way to Go

For several years, enterprises leveraged video conferencing in large part as a means to reduce travel expenses. But according to a study by Duxbury, MA-based Wainhouse Research of 4,700 end users, researchers discovered that the incentives for utilizing online meetings have shifted. 94% noted increased efficiency and productivity as the biggest benefit of online meetings, 88% cited bigger impact of discussions, and 87% said it helped expedite decision-making.



Some even believe the benefits of online meetings outweigh the benefits of physical interaction. Because online meetings have a defined start and end time, and require people calling in from different locations, participants are typically more focused and

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alert throughout the meeting to accomplish what was set out from the get-go.

Online meetings have the ability to empower workers and make collaboration across the world happen in a matter of seconds.

Businesses Demand Video

The need for video remains strong for businesses across the world. According to market research agency Redshift Research, 76% of the 1,205 business decision-makers in 12 countries surveyed said they use video conferencing at work today, while 56% of users participated in at least one video call per week.

The demand for video is not going away. If you're not utilizing online meetings for your benefit right now, you may be losing out on some major gains that could affect your business down the line. Keep your organization empowered and your mobile workforce stronger than ever by adopting video conferencing solutions that cater to your growing demands.

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THE POWER OF TEAM COLLABORATION

Team collaboration is an obviously important by-product of communication. When you have the means to collaborate with others freely and in the most convenient way possible, you're able to generate new ideas faster and grow more innovative. The beauty of team collaboration is the fact that it's a team effort. When you get a fresh new pair of eyes to look at something that may have been sitting on your plate for who knows how long, you're able to open up your mind to a new perspective that you otherwise would have missed or not have thought about at all.

When you're able to video conference with people from all over the globe, you can "meet" and have conversations with people you may never have had the chance of engaging with. By opening up your world to people with different strengths and skillsets, you're able to reflect on your own work and core competencies. When considering what ways can help your business grow bigger and better, don't neglect the importance of team collaboration.

Enhance Team Collaboration with Ease

Sure, video conferencing allows you to collaborate better for obvious reasons: you're able to see the person you're talking to on a screen rather than just as a voice. Here are some of the ways video conferencing allows you to share ideas in real time and enhance team collaboration with ease:



- **Record Meetings and Events** – with the ability to record your meetings with a click of a button, you can easily capture all the details of your meetings and make following up a breeze.
- **Stream Meetings Live** – if you have remote employees on your team, you can stream your meetings in real-time to relay important information fast and accurately.

- **Embed Live and Recorded Videos** – you can embed live and recorded videos on your social networks to grow your brand and make collaboration between you and your customers happen instantly.

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Our Partnership

Here at PRO OnCall, we'll help you get set up with the most innovative and state-of-the-art video conferencing services you need to ensure that you, your employees, and your clients can communicate effectively, regardless of timing or location. You'll be able to view the videos on a tablet, computer, or smartphone – all you need is an Internet connection!

Let's work together to streamline your telecommunication and make your meetings as stress-free as possible with video conferencing services. **Contact PRO OnCall today to get started!**

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