



5 Reasons you should upgrade to a Cloud PBX this spring



Unified Communications, IP telephones and VoIP are changing the definition of the business landline. UC and VoIP are advancing the way customers and businesses communicate and what they expect from the business phone system.

This blog outlines 4 reasons why you should upgrade your old, soon-to-be-obsolete PBX to a Cloud PBX this spring.

1. Still paying analog line rentals

Many businesses are still reliant on legacy lines for their phone services. Before there were few options to line-based telephony, consumers felt as if they have no choice but to pay.

According to research conducted by NSv Connect, 42% of businesses are still paying monthly charges for line rental. Instead of paying line rental, as long as you have an adequate broadband connection, Unified Communications and superlative real-time voice can work for all of your devices.

Avg. Line Rental Charges

Research suggests that the US has some of the highest line rental average cost at an astonishing \$40 + per line. Five lines? That'll cost \$200 + before a call is terminated.

By combining voice and mass media services, such as data, and video, companies are now offering their customers more than ever.

NSv Connect Unified Communications lets you cut the lines, improve your communication experience, and give you control over your business phone system.



2. Cannot Work Remotely

The way businesses operate has greatly changed in the past few years. Remote working is becoming a popular strategy for human resources. According to research conducted by NSv Connect, 77% of businesses already have remote working policies in place.

The advancement of broadband infrastructure — 10MB in 2014 to 50MB in 2018 (avg.) — has allowed businesses to keep their staff connected, from anywhere in the world.

Businesses are implementing remote working strategies for various reasons that include obtaining vital skills that are in local short supply, productivity, or retaining top talent with an increasingly nomadic workforce.

Unified Communications has enabled various features that enhance connectivity among remote workers like video conferencing. According to the HBR, these features help 87% of remote workers feel more connected. Remote working has yielded benefits.

Working remote is becoming the newest trend for businesses around the world, allowing more flexibility and increased connectivity for employees. This is supported by a recent Gallup Survey (<https://tech.co/working-remote-improve-productivity-2017-10>) that highlighted that 41% of telecommuters were more likely to feel engaged than regular office goers.

A hosted business phone system will allow you to roll out and test new sites globally, with no need for lines or bulky equipment.

3. You Need to Call Your Provider to Make Changes

Many phone providers do not afford customers the luxury of customizing their phone system in real-time. NSv Connect Unified Communications Portal allows you to make changes big and small, from full call flow outlay to dynamic time of day routing.

Can't figure out UC?

NSv Connect UC affords customers the ability to customize their own account. With that said, NSv Connect provide complimentary support over the phone or email to help with any issues.

Changing the way your phone system works is very simple and quick set up with the drag and drop abilities. Using the call flow tool, you can direct where you want the calls to go, add a virtual receptionist, customize ring groups, and more from the drag and drop items in the menu on the portal.

The portal allows you to personalize the opening and closing hours of your business so that incoming calls can be redirected. Redirect to a specific voicemail, audio message, or contact outside of office hours.



Controlling your account has never been easier with the UC Portal. Add, remove, and edit users, their numbers, and their devices in real time. In the UC Portal, customers can control real-time call reporting, recording, and call conferencing. No need to go through your provider's IVR to set your own.

4. No Music on Hold

Music on hold helps customers stay calm and it encourages them to stay on the line longer.

According to a study published by North American Telecommunications Association, callers with silence on hold will abandon their calls in less than one minute, whereas callers with music on hold will stay on the line 30 seconds longer than with only silence.

The same study also showed that callers with information on hold will stay on the line for up to 3 minutes longer. NSv Connect customers can change theirs at any time on the NSv Connect UC Portal.

They personalize it to the music of their choice, the information they want to provide, and more. Switch to NSv Connect and break the silence for your customers, create audio marketing campaigns and reduce frustration.

5. You Need to Support Kari's Law

In August 2019, the Federal Communications Commission adopted rules to implement the federal Kari's Law Act of 2017. Those rules adopt requirements for multi-line telephone systems (MLTS) that are installed after February 16, 2020. Kari's Law requires that an MLTS that is installed after February 16, 2020 enable users to dial 911 directly without having to dial any additional digit, code, prefix, or post-fix. It also requires the MLTS to provide for notification of the 911 call when the call is made, to a central location at the facility where the system is installed, or to another person or organization regardless of location.

NSv Connect supports the ability to dial 911 without an additional digit as well as the notification functionality. Dialing 911 is preconfigured and requires no additional setup. An email address is setup for each 911 location in the portal.

Need a refresher?

As many businesses use summer to refocus and fix some capital expenditure, now is the perfect time to plan your upgrade to gain more features, fewer lines and more peace of mind. Need a reminder about why you need to upgrade Unified Communications and enhance the way your business collaborates this summer?

- You're Still Paying Analog Line Rental
- You Cannot Work Remotely



- You Need to Call Your Provider to Make Changes
- There is No Music on Hold
- You Need to Support Kari's Law

