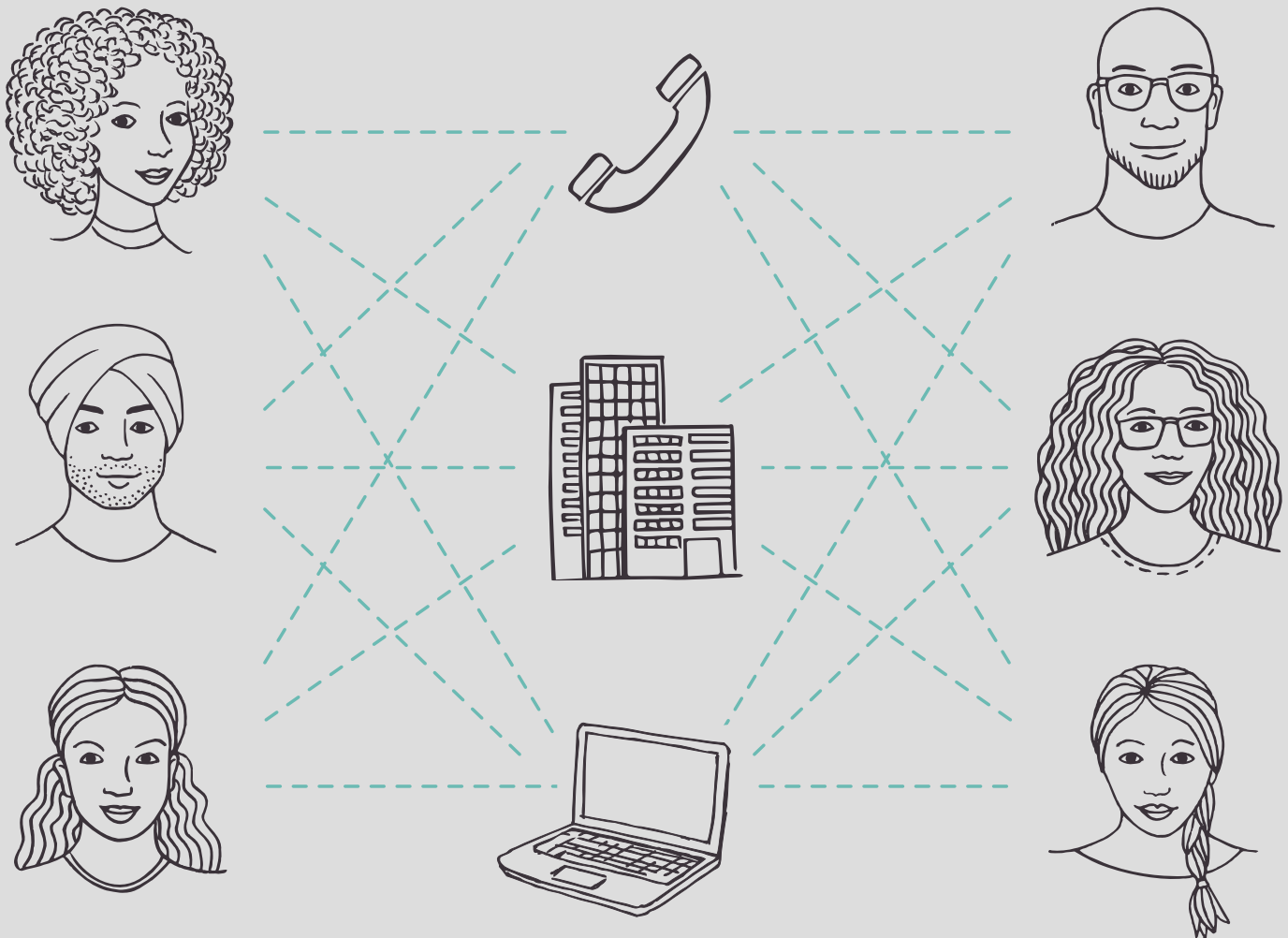


GUIDE

# ENTERPRISE COMMUNICATIONS REIMAGINED

How non-traditional carriers are changing the communications landscape for the Enterprise.



VOXOLOGY

# ENTERPRISE COMMUNICATIONS REIMAGINED

## Introduction

The communications offerings now available to enterprise companies look a lot different than they used to. Thanks to advances in technology and the evolution of communications as a whole, there are more options than ever before. However, many businesses are either unaware of the change, or behind this shift, and are still stuck doing things the traditional way. Non-traditional carriers are changing the communications landscape for the Enterprise, and understanding this new breed of telecoms can be greatly advantageous for your business.

This guide highlights five key aspects of communications where things have drastically changed and what these changes mean for modern enterprise companies.

### THE 5 AREAS WE WILL COVER

- The Features
- The Flexibility
- The Experience
- Business Continuity
- The Costs

# The Features

What's the difference between operating telecom the traditional way versus embracing what is now possible with a communications provider like Voxology? It's like driving a Tesla after spending years stuck atop a grumpy, old horse.

## INSTANT PROVISIONING

A pain point telecom customers have dealt with for decades is the amount of time it takes to provision new phone numbers or phone lines. What feels like a simple request to get some help setting up a new location can send you spiraling into customer service hell.

The Voxology Portal eliminates the in-between person, along with the wait. Customers are able to instantly provision new phone numbers, add or remove users on their account, and set up new SIP trunks – all in a few clicks. No joke. It's as easy as that. And why shouldn't it be? It's 2022.

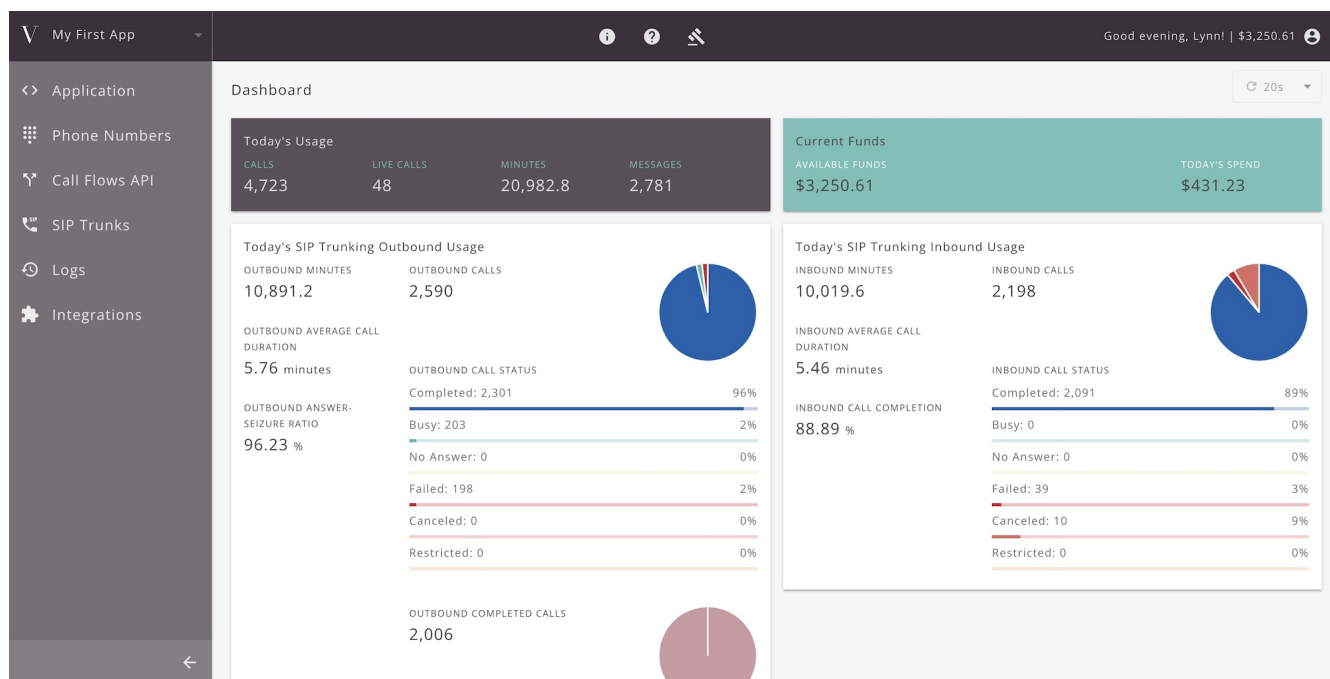
## SELF SERVICE

Traditional carriers' "management" portals generally give you access to some reporting, logs, and analytics (albeit hours, days, or even weeks old) but you are rendered helpless if you want to edit, update, or create anything functional.

We give customers the power to do-it-yourself. Our DIY option enables customers to troubleshoot issues, reroute calls, adjust fraud controls, and refresh credentials. Want to add SMS or MMS capabilities to one of your preexisting phone numbers? Great. Just click a button. Or, if you really want, you can call your customer rep at the traditional carrier's national office and put in a support request. Gitty up!

## REAL-TIME DATA

Within the same Portal that customers can update their account, add numbers, and create new phone lines, you can also access real-time communications data. Call logs, call recordings and real-time summarized reports are all available for troubleshooting and problem solving.



**Visualized summary data:** current count of active calls, answer seizure ratio (ASR), call completion rate, average call duration (ACD), call statuses.

To be fair, traditional carriers do offer some summarized data, but typically in the form of a weekly or monthly report. While these could potentially be helpful, if you are attempting to deal with an active issue, this is of no value. With easily accessible, real-time data visualization from the Portal, decisions on how to address potential issues take place within minutes of a problem arising, rather than a day later.

For instance, let's say you start hearing some complaints from your employees about calls dropping. You could simply log into the Portal and see that your ACD, which is typically six and a half minutes, has dropped to two and a half minutes. Then you can look at the last 5 minutes of call logs, sort by duration and see that you have had no calls longer than 3 minutes. Something is up, and now you have the data to help troubleshoot. Otherwise, you are left to spin up an internal team to attempt to collect the data and create a support ticket with the carrier.

### CALL RECORDING, ON DEMAND

Another feature that should be as easy as flipping a switch is Call Recording. Within the Voxology Portal you can begin recording calls on a SIP Trunk whenever you wish. You don't have to call your telecom engineer to see if they can log into your PBX, or wait until midnight when your call recordings finally make their way into your database where you can analyze. When there is an issue, you can just flip the switch and start listening to call recordings directly from the Portal.

### AI-ENABLEMENT

Sick of hearing about all the miraculous wonders of AI, how it can transform your business, but you can't even figure out how to access your communications data? Voxology's Portal allows you to stream the audio on your phone calls directly out of your phone lines. Whether your business is dreaming about adding post-call transcription or real-time insights and analytics, getting access to the audio can be an absolute pain (if not an impossibility) with your current stack. Keep your equipment - just swap out your carrier and you are ready to build the future of your business.

### THE FUTURE IS HERE, DON'T GET STUCK IN THE PAST

Unlike the past, when provisioning a new phone number, configuring a new SIP trunk, troubleshooting an issue, rerouting traffic, or simply getting access to your data was on the spectrum of 'impossible' to 'this is going to take forever' - Voxology gives you the tools you need to take control of your communications and leverage them to grow your business.

We believe that you should be able to enhance, update, and troubleshoot your communications at a moment's notice. It's not a pipe dream, it's Voxology.



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# The Flexibility

Traditional telecom carriers aren't known for being flexible. In fact, you may have found your business needs and requirements taking a back seat to your communications provider's preferences in order to get their service.

Last time we checked, flexibility doesn't feel like getting forced into a multi-year contract on a "new product" that doesn't support your pre-existing telecom stack. New hardware. Scheduling installations across multiple sites. Dealing with delays. You may not even care about most of their new features, and you *still* aren't getting what you wanted in the first place. Madness.

At Voxology, we believe that you should get what you really want – what you actually need.

## FLEXIBILITY IS KING

There are a number of different ways Enterprise SIP can be delivered, and at Voxology we work with just about everything. Depending on your equipment constraints, policy compliance protocols (like HIPPA or SOC2), and business needs, you may have a strong preference on how you want your SIP.

Here are a few examples of preferences (or requirements) your business may have:

- **Over the top (OTT)** // SIP delivered via the public internet connection that your business already pays for
- **Private Line** // SIP delivered via a direct connection between your site(s) and the Voxology sites
- **VPN** // SIP delivered via a virtual private network
- **DNS or IP** // SIP delivered via DNS or IP

No matter what service delivery type best fits your company, our highly knowledgeable customer service department ensures that each customer is treated with white glove service.

## COMMUNICATIONS HOW YOU WANT THEM

While reliability and price are important differentiators when choosing a communications provider, don't forget about flexibility. A traditional carrier might attempt to lock you into a long-term contract and force you into a deployment that best fits *their* goals.

With Voxology, you have the flexibility you want. No up front commitments or contracts required. Enterprise SIP delivered how you want it.



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# The Experience

Service reliability, transparent pricing, and excellent customer service top our customers' wish lists for what makes a great telecom carrier.

## CUSTOMER DISSERVICE

The traditional carriers have, for decades, offered a version of customer service that often lacks urgency and technical knowledge. Unless the customer is a “premiere” client, bringing in hundreds of thousands of dollars a month, a request for support seemingly gets lost in ticket purgatory — where a call is bounced from an international call center to a service rep (who has no clue who you are) back to the call center where it's hopefully escalated, and so on and so on.

Traditional carriers worked hard to create a dissatisfactory ecosystem that felt normal, as if there were no other way around what they were offering. It is similar to a story about a fish in water...

*“There are these two young fish swimming along, and they happen to meet an older fish swimming the other way, who nods at them and says, ‘Morning, boys, how’s the water?’ And the two young fish swim on for a bit, and then eventually one of them looks over at the other and goes, ‘What the hell is water?’”*

— David Foster Wallace, 2005 Graduation Speech at Kenyon College

Here's the good news, life outside the traditional carrier fish bowl is nice — especially when it comes to how we do customer service.

## KNOWLEDGEABLE CUSTOMER SERVICE REPS

Unlike traditional carriers, Voxology has made the deliberate choice to staff our customer service department with people who have software development and testing backgrounds. This one difference alone results in far quicker time-to-resolution for support requests. When customers contact Voxology, they are connected to someone who can actually help solve their problem rather than a Tier 1 person who is only there to record information and route the request to someone else.

Some of our people have come from traditional carriers, and with that they bring the horror stories of having to field calls at all hours of the day and night from angry customers who have been without service for hours or days on end. They would essentially need to call their manager and make a personal plea to see if the issue could be escalated and resolved any quicker.

You shouldn't be required to have the inside track to your vendor's management team in order to get a support request resolved.

## PERFORMANCE SHOULD MATTER

Voxology operates on a pay-for-what-you-use basis by default, giving you the power to only pay for what you use, and to drop us like a bad date if we don't perform. You don't need to sign a long term contract or even a short one for that matter. If we are a good match, we know you'll stick around.

This, along with our deep dedication to our customer's success, informs our approach to customer service. Because we know we are being judged on how we perform and how we best meet our customers' needs, we take great care in ensuring our customer service reps are not only able to solve the run-of-the-mill issues, but can dig in with your people and deliver effective, real solutions that won't send the customer into the great void. Is it too much to ask for customer service reps to be both knowledgeable and empathetic? We don't think so.

## CHANGE YOUR EXPECTATIONS

What used to take a long time, no longer should. It's that simple. Our approach to customer service delivers world-class technical service with the flexibility that will meet your company's demands.

Does your business require an SLA? No problem, we can provide that. Do you require 24/7 call center availability? We got you covered, just let us know.

## DON'T BE FISH

When it comes to telecom, traditional carriers have not only built the proverbial fish tank, but they filled it with their own water and spent millions getting customers used to life inside the bowl.

Jump out. Life outside the bowl, in the river of choice, will forever change what you expect from your carrier.

# Business Continuity

*Don't panic.* Two words made famous by Douglas Adams a few decades ago and, thanks to the user-friendly power of the modern communications provider, they now ring true when it comes to telecom business continuity and disaster recovery (DR).

Traditional telecom carriers seem to treat business continuity as an inconvenient thing they must deal with in order to meet the minimum requirements of their multi-year service level agreements (SLA). This approach has led to more quagmires and headaches than resolutions. It's time for customers to change their expectations.

Voxology's common sense but ingenious approach to business continuity has proven to be such a game-changer for our clients that we decided to share the good news with you.

The graph on the next page illustrates the difference between the traditional way disaster recovery has been handled and the way we do it at Voxology.

## THE TRADITIONAL WAY VS. THE VOXOLOGY WAY

### THE VOXOLOGY WAY

### STEPS

### THE TRADITIONAL WAY

Preconfigure trunk to reroute traffic when call failures are detected.

00

### ONE OF YOUR SITES GOES DOWN

Calls are *automatically* rerouted.

01

01

Customers and Employees complain about the issue.

02

Gather the evidence (example call failures).

03

Send issue to support team.

04

Receive an automated email about how important your request is to your vendor.

05

Wait forever.

06

Call your account manager.

07

Your account manager escalates.

08

Wait for your vendor's telecom tech to get back from lunch.

09

Your vendor's tech is finally able to reroute your traffic.

10

Calls are *finally* rerouted.



## HORROR STORIES

Telecom hasn't historically been known for its agility. One of the areas that shines the brightest light on this issue is when disaster strikes. Here are a few common stories we have heard over and over and over again:

**Selective VIP Treatment** // Traditional carriers are notorious for providing different levels of service depending on how much a customer spends per month. Unless the customer is billing over \$1M/year, in some cases, they are not considered "premiere" and as a result their service issues are deprioritized. This construct doesn't even exist at Voxology.

**Favors Make the World Go Round** // In the event of a disaster, Account Managers (or Account Executives) at many carriers often have to call in personal favors to their managers and bosses in order to get an urgent response to their customer. It shouldn't require relational capital to resolve emergency situations. It is nearly unthinkable that this would be an acceptable way of doing business.

**Blame Game** // Following a major incident, we've heard numerous stories of service interruptions lasting days if not weeks. Some carriers refuse to implement a legitimate redundancy plan — instead they blame a downstream provider or even the customer. With Voxology, our customers have a multitude of options when it comes to business continuity. Keep reading to learn more about some of our dynamic features.

## BUSINESS CONTINUITY FEATURES

We understand that communications are the lifeblood of your organization, which is why we have made it as easy as possible to implement a world-class disaster recovery strategy.

Here are just a few of the features available to our customers:

- **Auto-failover** // You can predetermine where Voxology will reroute calls when your primary site(s) go down.
- **SIP Forward or PSTN Transfer** // When one of your locations goes down, you can automatically transfer calls to another SIP destination with different instructions, or we can simply forward calls to a backup phone number.
- **DR IVR** // Leveraging our Programmable Voice service, you can create a unique IVR that is initiated when you are down. For example, you can play a specific message depending on the issue or impact, and set up a virtual voicemail box to capture messages from your customers. After the message has been played and/or voicemail recording has been left, the phone number and the details of the call can be forwarded to the correct email inbox.
- **Simultaneous Call Limit** // In case of a partial outage, you can also set a temporary cap on your simultaneous inbound calls, and play a busy signal to all calls over the limit. This allows you to address as many calls as possible, without overloading your impaired infrastructure.

## DON'T SETTLE FOR LESS

Back when it took a miracle to help a customer recover *quickly* from a disaster of any type, it seemed unimaginable that you would be able to enter an online customer portal and simply reroute calls to a different SIP destination with a click of the button. That is exactly what's now possible with Voxology.

Voxology's commonsense business continuity features power a new generation of communications during times of disaster.

We think it'd be a ... disaster ... to settle for less.

# The Costs

## USAGE-BASED VS COMMIT

Traditional carriers want to lock you into a multi-year deal, not because it's better for you, or because it guarantees you great service, but rather because it's simply better for their bottom line. It's an old way of thinking, and one that can cost you thousands and thousands of dollars a month extra compared to partnering with a modern carrier like Voxology.

Is it really that simple? Yes, we believe it is.

## THE PER-MINUTE MIRAGE

Rock-bottom per-minute prices that traditional carriers advertise and bait you with may not be all they're cracked up to be. Your per-minute rate may be low, but that only kicks in once you have spent \$20k a month per your multi-year contract. You may only use \$13k worth of minutes, so those "low-low" rates don't mean a thing.

They lure you to their service with the freshwater of low per-minute prices, but once you're looking at your monthly bill, you'll realize it was all just a mirage.

## YOUR CHOICE

At Voxology, we default to charging you for what you use. We believe paying for usage, rather than committing to a long-term contract is a far better deal for you, the customer. You can simply sign up on the Portal, and get started with absolutely no commitment.

Because the Voxology process and business model is so simple and common sense, some prospective customers might be concerned – like what's the catch? There's no catch. We only use Tier 1 providers and, unlike some traditional carriers, we are able to reroute calls from one provider to another when a major carrier is down in a certain part of the world.

Of course, if you or your procurement team prefers a per seat rate (UCaaS-style) vs. usage-based (CPaaS-style), we can do that as well! Furthermore, if your company requires an SLA, we are happy to provide one for you.

## COST-EFFECTIVE DOESN'T MEAN CHEAP

It just means cost-effective. We get it, weeding through the different telecom options that are available to the modern Enterprise is a daunting task. In very rare cases, the UCaaS or Traditional Carrier model may in fact be the better choice.

But beware, often these models will charge additional fees per SIP Trunk, as well as forcing you to use *their* telephone systems or other hardware to get up and running. Implementing new phone systems means more time during the installation phase.

At Voxology, the "installation phase" can be as quick and simple as a few clicks inside our [easy-to-use customer portal](#). Don't get wrapped up in the endless pursuit of low per-minute prices, or strangled by long-term agreements you can't get out of no matter how bad the service is. This keeps you from innovating and delivering the best experience to your customer.

Our usage-based cost structure is the premiere way to get Tier 1 service and call quality, at a price that will make the CFO happy.

## ANY WAY YOU WANT IT

Long-term commitments tie you up and, when you've reached your breaking point with the below-average service, you would have to pay such a steep price to break the contract that you'll end up sticking with it until the contract has run its course. All the while, the service tickets and customer complaints will roll in like a king tide.

Voxology is usage-based at its core, but if you need a per seat license or an SLA, you got it.

# ABOUT VOXOLOGY

Voxology is the carrier for the modern enterprise. We provide the technical building blocks and unparalleled customer support you need to build a world-class telecommunication infrastructure at a fraction of the cost.

The Voxology platform combines the best features and functionalities of modern CPaaS & UCaaS offerings with a team of experts who love to help customers achieve their CX initiatives.

**Learn how Voxology can help you reimagine  
enterprise communications**

**SPEAK WITH A VOXOLOGIST**