



How Integrated Communications Are Changing Business

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You're stuck at home on a busy Friday morning after a major overnight snow storm. A long time client alerts you with an emergency request. You built your business on quality customer service by placing their needs first, and today is no exception. If you can't respond in time, you run the risk of losing a key customer, but there is no way anyone can get to the office. Fortunately, you have a business continuity plan in place. You quickly spring into action by rerouting your office's inbound calls to your team members via an online portal, upload the necessary documents to your virtual file server and video conference the details to your project managers at their home offices. At times like this, and for everyday business use, having the right suite of telecommunications solutions can help you stay on top of client requests.

Across every industry, one important trend we've seen is the importance of flexibility in your communications solution. While having a single fax line and phone number might have been enough to open the doors to success a few decades ago, today's small business can compete with much larger firms using the same diverse set of tools that were previously cost prohibitive to deploy. Any business can meet with clients a continent away, hold a training session with your sales force without the expense of travel, manage their relationships between their employees and customers and showcase how an idea becomes a finished product. In a results-driven business environment, delivering more than your competitors is what matters and the right set of communication tools can bring that competitive vision into reality.

Some of the largest companies today were built on the premise of making information more accessible. You can apply these same principles to improve, grow and simplify your firm. No longer do you have to rely upon a handful of products or vendors to manage the flow of information across your enterprise. When internal projects or client requests for information come in, you can respond immediately in the format that is most effective without having to hesitate for a second – getting your team or clients exactly what they need *when* they need it.

A customized solution can ensure you're always there to take on more orders, which will help extend the loyalty, trust and confidence of each firm you work with. Companies want to know their business partners on the other end of the line are ready, willing and able to make adjustments at a moment's notice – with the right set of telecommunications tools you can make and keep this promise.