Selecting a Cloud Partner:

5 FACTORS TO CONSIDER

In today's fast-paced business world, productivity and profitability are crucial for any company's success. As a result, the use of cloud voice technology has become increasingly popular as a solution. However, with so many options to choose from, how can you ensure you're selecting the right solution for your business? As the benefits of cloud voice continue to stack up, it's essential to choose a provider that will help determine which aspects of a cloud voice solution will be best for your business. So, what five factors should you consider when selecting a cloud voice provider?

1. LOCAL PRESENCE IN THE BUSINESS COMMUNITY

One of the most critical factors to look for is a technology company that operates in the same area that you do. They have a foundational understanding of the market you are in, they understand the culture, and they can quickly administer customer service. Inexperienced, remote providers often hide in the Internet abyss to avoid the headache of dealing with installation problems. Focus on finding a partner willing to meet face-to-face, generate solutions to any issues you might be having, and see the installation through.

2. EXPERIENCED TEAM THAT UNDERSTANDS THE ASPECTS OF A SUCCESSFUL INSTALLATION

Businesses should partner with a technology company that possesses technical expertise and understands the importance of quality of service, a proper router, and POE switches. Installing a communications system without attention to these three critical factors can instantly jeopardize performance and call clarity. When an inexperienced provider sells a pre-packaged, "plug-and-play" solution, the system often fails to work correctly. Without proper network assessment and reorganization, users may experience dropped calls in the short term and expensive reinstallations in the long term. More experienced providers understand the complexity and can streamline this intricate web of information to deliver better-performing cloud voice technology and ensure your business continues running smoothly.

3. ASSESSMENT OF LONG-TERM NEEDS

Finding a provider that assesses your long-term business needs and offers premium solutions is crucial. Often, low-cost solutions lack scalability and functionality and become more expensive in the long run due to a poor foundation. As a business grows, more features and complex infrastructure are necessary to ensure effective and efficient communication and business operations. A provider that only offers low-cost solutions fails to consider business growth and the demands that come with it. Look for providers that thoroughly assess your long-term business needs and refuse to give you a low-cost solution that can't stand the test of time, leaving you with problems later on.

4. NEGOTIATION POWER WITH THE CARRIER

Successful integration with telecommunication carriers is essential to accessing phone systems' top-notch features. Opting for a local provider can prove advantageous for your business as they can assist with number porting, allocate the necessary bandwidth, and test the network to ensure the carrier can fulfill your business's bandwidth requirements.

5. CONFIDENCE IN SOLUTIONS AND SERVICES

The fundamental reality of a long-term contract is that it favors an underperforming provider. This creates a misalignment of incentives and shifts the transaction to put the provider's interests ahead of the customer's needs while getting you caught in an unbreakable contract. A company with more confidence in its ability to provide excellent service is more likely to propose a month-to-month, cancel-anytime agreement. While this may eliminate some providers, it ensures that the provider you work with has incentives aligned with your best interests. Focusing on these criteria and ensuring you work with only the best providers will leave you with a more powerful, robust, and efficient network to run your business.

Selecting the right cloud voice provider for your business can be a daunting task. However, considering these five critical factors, you can make an informed decision and choose a provider that aligns with your business needs. These factors include the provider's local presence, an experienced technical team, assessment of your long-term needs, negotiation power with the carrier, and confidence in their solutions and services.
By focusing on these criteria, you can partner with a provider that streamlines your communication systems, boosts productivity, and ensures your business operations run smoothly.

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