



**How to Choose  
the Right  
Phone System  
for Your Business**



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## INTRODUCTION

Most people take the telephone for granted, but businesses rely on the telephone more than any other technology available today.

It is the business tool that has always been there for you!

Long before computers, fax machines or the Internet, everyone conducted business on the telephone or in person.

The telephone is the most important asset your company has. Without the telephone you couldn't call anyone to fix your computer systems or software applications.

## WHY DO YOU NEED A NEW TELEPHONE SYSTEM

There is only one reason why a company would need a telephone system:



*Functionality.* Most companies need a phone system to do something that ordinary tip and ring (Signal sent from the telephone company) doesn't do.

Common features of telephone systems include: conferencing, call transfer, intercom, hold, multiple lines, voice mail, music-on-hold, etc.

Whether your company uses one or hundreds of these features, a telephone system is required to run and process all the features that we eventually take for granted.

Most companies need a new telephone system for one or all of the following reasons:

- Present equipment does not function as it should
- Present equipment is outdated and does not accommodate new technology
- Company has outgrown current system
- Company is looking for their first telephone system



Companies rarely replace a telephone system because they “just don’t like it.” Telephone systems and peripherals (anything associated with, but not necessarily a part of the “telephone system”) are very expensive for any business.

Listed above are some of the reasons that we hear (all of the time) from our customers.

In fact, most “Telecom” Managers believe that they are in at least one of these categories all the time.

## **WHEN DO WE NEED A NEW TELEPHONE SYSTEM?**

*Answer: When the functionality of current equipment does not meet the needs or wants of the company.*

## **SO HOW DO WE CHOOSE A NEW TELEPHONE SYSTEM?**

If we assume that “*Functionality*” is the sole reason to buy a new telephone system, then we must establish what “*functionality*” means to your company.

Here are some suggestions:



Pick a specific day (say Monday) to assemble all the people who use the telephone system. Please include more than just the people who answer the phone. Sales people, executives, warehouse staff, etc. Remember... everyone uses the telephone.

Present the word “*functionality*” to this group of people in the form of questions. You are NOT looking for answers yet. Give everyone the week to investigate and think about the questions you have asked.

1. What didn't the old equipment do that you wish it did?
2. What would you like the new equipment to do?
3. Have you heard of new technology that would help our business?
4. Are there features about other systems (that you frequently call) that you like or dislike?

After establishing what you would like your new telephone system to do, there are many other considerations that need to be addressed and answered.



## CHECKLIST: QUESTIONS YOU SHOULD ASK

The following is a checklist of common questions that you, as a customer, should ask and discuss with **Teleco Augusta**.

- ☐ How expandable is the system?
- ☐ How much does it cost to expand/upgrade?
- ☐ What is the system resale value?
- ☐ How much does service cost after the sale?
- ☐ What exactly will the Voice Mail do?
- ☐ Is the Voice Mail able to be upgraded & cost?
- ☐ How durable is the system? References?
- ☐ How fast is your vendors' emergency response?
- ☐ Do you need Battery Backup?





- ☐ Are all your phone jacks the proper size
- ☐ Is the current wiring adequate?
- ☐ Is additional wiring required?
- ☐ Does the system have power fail auxiliary telephones?

## **CONTACT INFO: TELECO AUGUSTA**

Feel free to contact us by phone at (706) 868-9897.

We will be happy to answer your questions or to set up a free in-person consultation and even do a site survey.

We're looking forward to your call!