

The Benefits of a Cloud PBX/Hosted PBX

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There is a reason the analog phone system garnered the not-so-nice retronym, plain old telephone service (POTS). A POTS can potentially cause a business to run into a slew of problems, from complex wiring to renting new equipment as the company grows.

While companies could opt for an IP private branch exchange (PBX), or a phone system that alternates between using voice over Internet Protocol (VoIP or IP) and landlines, that can also present some difficulties—such as employing a full-time technician.

However, a cloud-based PBX, or hosted PBX, has a variety of benefits, including:

Cost Efficiency

A hosted PBX is the best way to keep phone costs low for businesses of all sizes. Since a cloud-based system is managed by the provider, there is no need for a business to rent technology once stored in computer equipment rooms or telephone closets. In addition, companies save money since there is no need to hire an in-house technician to update software. Instead, software updates occur automatically. More than anything, a hosted PBX cuts down on phone bill costs. With POTS or IP PBX, many businesses still pay charges for long-distance calls or other additions. Businesses that switch to cloud-based PBX systems, however, are able to make local, long-distance, and international calls without “add-on” charges.

Reliable, Flexible Technology

The number of people working remotely is growing rapidly, so businesses need efficient and inexpensive ways to cater to this trend. Cloud PBX offers services that make connecting with customers and colleagues convenient, including: voicemail, video chat, group calls, and call forwarding or simultaneous ringing. The most beneficial part about the option to switch calls to a mobile device is that employees can provide callers with uninterrupted service, even in the event of a power outage.

Scalability

Hosted PBX phones can be plugged into the USB port of a computer, eliminating the need to be plugged into a landline. In addition, businesses can add or subtract numbers to the system from the web— whether those be at the main office, a satellite branch, or even attached to the cell phones of employees who work remotely.

Unification

Cloud PBX systems also allow for company unification beneficial to employees and customers. Businesses utilizing this system could have one operating system that retains all employee and customer contact information, including profiles and call logs/conversation histories. Should a business choose to have one main number to call, the hosted PBX allows for an “operator” to connect customers to employees, whether that call is routed to an office or a cell phone. This means a customer could spend less time on hold, or make leaving a voicemail unnecessary, just because a representative is away from her desk.

For a business of any size, a hosted PBX system is an easy choice. It’s not only less hassle than an on-site system, but it’s more cost efficient, reliable, and gives a thriving company room for growth.