

#HowToGrow
YOUR BUSINESS WITH
CLOUD TELEPHONY

Introduction

Growing sales and improving efficiencies are the top priorities for more than half of the UK's Small and Medium sized Enterprises. Firms using cloud telephony are growing faster, more productive and more efficient than those who don't.

This guide shows you how to use cloud telephony to help your business thrive. We look at successes that small businesses are achieving, what you can learn from them and offer a practical action plan to put you on the right track for growth.

About #HowToGrow

UK businesses employing up to 250 people are vital to the health of the British economy. They are the largest creator of jobs. They earn £1600 billion in revenues. According to the London Stock Exchange, the top 6% of smaller companies are set to create 230,000 new jobs and add another £38 billion to the economy.

The Confederation of British Industry, the Federation of Small Businesses and the Innovation Value Institute underline the importance of effective use of technology to the success of the SME. This prompted Inclarity to develop a series of #HowToGrow guides to show how to use new technologies to underpin growth and provide practical action plans to get you started.

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CLOUD TELEPHONY IS A GROWTH ACCELERATOR

SMEs using cloud telephony as part of their business technology are growing up to 26% faster than those who don't. They are also delivering 20% higher profits. Nine out of 10 of these businesses attribute this growth to the technology solution they are using¹.

Ambitious business leaders ramping up their revenues and profits are using cloud telephony to access new markets, improve their competitive edge and create more time to focus on their core business. Leaders are adopting cloud telephony to secure one or more of the benefits described below.

Benefits of using cloud telephony

FLEXIBILITY

Enables mobility because employees can work from anywhere

Releases resources to focus on business growth because cloud telephony is delivered as a service – just like other utilities

Facilitates international expansion

SCALABILITY

Improves ability to respond to growth spurts and seasonal changes in demand because businesses can rapidly scale telephony capacity up and down

COST

Optimises investment because the business only pays for the telephony it requires and does not need to invest in hardware or software

Avoids recruitment and retention of specialist staff; this is becoming a critical growth benefit because of the UK's technology skills shortage

SECURITY

Strengthens business continuity because cloud telephony is delivered as an always on service; service providers reroute telephony traffic in the event of a disaster to make sure business telephony services keep running

COMPLIANCE

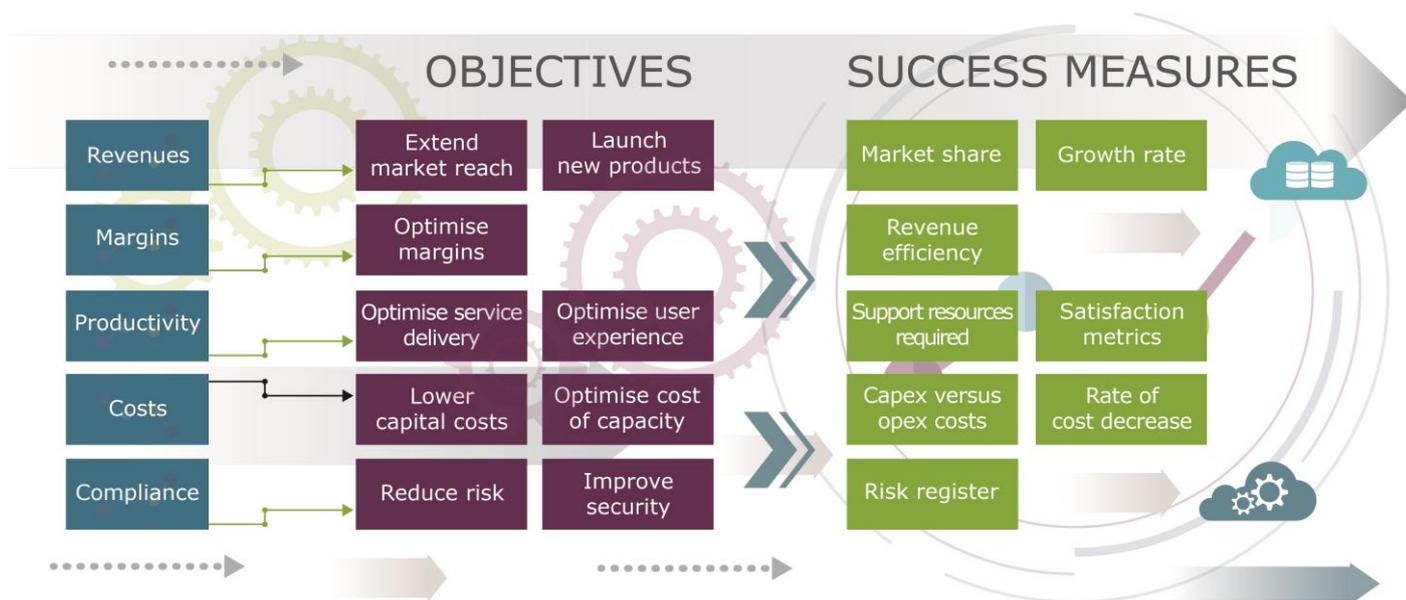
Improves ability to comply with data protection regulations because cloud telephony service providers hold data in highly secure facilities and assure that they keep up to date with the latest legislation.

¹ Deloitte survey of UK SMEs, PWC survey of UK SMEs.

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HOW TO GROW YOUR BUSINESS WITH CLOUD TELEPHONY

To accelerate your growth using cloud telephony, consider revenues, margins, productivity, cost control and compliance. Prioritise these themes to suit your growth ambitions, then set objectives and success measures for each of them. Use the diagram to build your own growth plan. The simplest way of doing this is just to circle the items that are most important to you.



The best next step is easy. Share your growth plan with a cloud telephony provider like Inclarity who will be able to advise you on exactly the right solution you need to meet your objectives. A big benefit of using this template plan is that you can measure business growth performance before you implement cloud telephony and after.

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PUTTING GROWTH INTO PRACTICE

You don't need any technical expertise to be able to grow your business with cloud telephony. Contact Inclarity on 0800 987 8080 and our advisors will help you to specify and source the perfect solution for your organisation.

HOW CLOUD TELEPHONY HAS ENABLED GROWTH

Estate agent grows using cloud telephony to personalise customer service

A UK based estate agents has grown over many years on the principle of offering the best customer experience and attention to detail. It is using cloud telephony with collaboration tools to personalise interactions between its people and its customers. Over the past three years, it has enjoyed growth rates of over 20% and has lowered telephony costs by more than 15%.

GP practices use cloud telephony to increase productivity

A group of GP practices in Wales has increased productivity and reduced response times to patients. It implemented cloud telephony to facilitate fast call transfers and to gain the ability to join and leave calls simply. The practices are considering using cloud telephony's encrypted call recording facilities to help when giving complex information to patients or taking detailed notes over the telephone.

Retailer uses cloud telephony to free employees to focus on business growth

A UK luxury goods retailer has used Cloud Telephony to replace long emails, business trips and mobile 'phone calls by instant messages, online audio and video meetings and lower cost cloud 'phone calls. These actions have accelerated their business processes by creating more time for employees to focus on growth. The company has also gained a 15% reduction in travel costs and 10% reduction in mobile call charges.

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CONCLUSIONS

Cloud telephony brings a range of tangible benefits to ambitious businesses. Enabling exceptional growth does not require specialist technical skills. Instead, straight forward business objectives can be used to source a solution that will unlock growth.

Cloud telephony enables Small to Medium sized Enterprises to grow faster

Organisations are using cloud telephony to enter new markets and territories. With cloud telephony, people can work from anywhere – all they need is an Internet connection. This massively reduces the cost of new market entry.

Cloud telephony frees employees to focus on core business activities

Businesses are using cloud telephony to reduce time spent travelling and time taken to solve business problems. The conferencing facilities associated with cloud telephony are high quality and simple use which means effective communications can take place at a distance, minimising the need for travel. Instant Messages are slicker than lengthy emails; this simple difference is making material differences to employee productivity.

Cloud telephony makes businesses more agile

Cloud telephony helps business to scale according to market demand because it is an on-demand and always-on service. If you are a leader in a rapidly growing business, cloud telephony enables you to be confident that your communications will always be responsive to your needs.

TITLES IN THIS SERIES

[#HowtoGrow your business with cloud telephony](#)

Chapter 1: Cloud telephony is a growth accelerator

Chapter 2: How to grow your business with cloud telephony

Chapter 3: Putting growth into practice

[#HowToGrow your business with mobile technologies](#)

Chapter 1: Mobile technologies turbo charge businesses

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[#HowToGrow your business with video technologies](#)

Chapter 1: The engagement power of video

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[#HowToGrow your business with Unified Communications](#)

Chapter 1: Unified Communications puts your growth into top gear

Chapter 2: How to grow your business with Unified Communications

Chapter 3: Realising your growth ambitions in practice

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ABOUT INCLARITY

We are the UK's leading provider of Hosted Telephony, Hosted UC and Hosted Video solutions. We help our customers, who are generally small businesses, mid-sized enterprises and branch networks, to communicate more effectively while reducing costs by migrating to our cloud-based platforms.

Formed in 1991 as a telecommunications provider, [Inclarity](#) saw the potential of VoIP and foresaw that hosted telephony could transform the way businesses communicate. In 2003 we launched our first cloud-based telephony service and since then, have continued to evolve and enhance our platform to deliver one of the most comprehensive range of services available in the UK.

[Today we deliver a highly secure, resilient and feature-rich, cloud-based telephony, unified communications and video service on a pay-as-you-use basis.](#)

At Inclarity, we combine a flare for innovation with a passion for service. This combination enables us to be a market leader with our technology and to deliver exceptional value to our customers.

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