

HOSTED TELEPHONY



Hosted Telephony simply means your telephone system is in the cloud*. Like everything else in the 21st Century, virtually all phone systems are becoming cloud-based.

So why is it called 'hosted'?

Until quite recently, if a business wanted a phone system with useful features such as call transfers or call queuing, it would need its own Private Branch Exchange. It was an expensive bit of kit and difficult to scale.

The phone system was 'hosted' on a server located within the workplace.

When web technology evolved to allow phone calls to be made over the internet (VOIP), it was a game changer.

There was no longer a need for an on-site server. Telephone systems are now 'hosted' off-site at huge data centres (the cloud).

A Private Branch Exchange now feels as ancient as a red telephone box or a telephone directory.

* By cloud we mean high-capacity servers in vast data centres. 'Cloud' sounds a bit fluffier



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What about the call quality?

Can phone calls over the internet really match the quality of a dedicated telephone line? Isn't there a danger of poor, distorted reception?

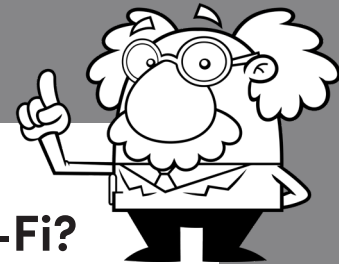
We've all had 'Wi-Fi calls' on our mobile phones where the quality has dropped.

This is a common misconception. 'Wi-Fi' and 'Internet' are not the same thing.

Although you can use your Wi-Fi to make calls, the best clarity and quality is achieved by plugging your phone into a router, which in turn is plugged straight into the internet connection.

A router is a fraction of the size of a Private Branch Exchange, but it's not just about the size.

A cloud-based phone system offers so much more flexibility.



Internet or Wi-Fi?

The **INTERNET** is the interconnected network of millions of computer networks.

WI-FI is the technology that allows smartphones, computers and other devices to **wirelessly connect to the INTERNET** (or communicate with other wireless devices nearby).



Why is a cloud-based phone system a better option?

Read on to discover why...



HOSTED TELEPHONY



Flexible and cost effective

If you're connected to the internet, then you can control how you communicate.

You can use a deskphone, chat through your computer or tablet, or use your mobile.

Our hosted packages include apps for all of these devices, which means you can stay connected when you are on the move or at home. Just connect via Wi-Fi or your phone signal.

We can recommend the best telephony apps (it mostly depends on the number of users). A micro business will have different telephony needs than a call centre or a company with 100s of employees.

All options have a wide range of functions designed to make your telephony work for you.



How do phones work? Part 1

When we speak to someone, we create vibrations in the particles in the air (sound waves), which are picked by the other person's ear drums. This is why it is impossible to be heard in a vacuum. It's also hard to breathe!

The vibrations in the air can only travel so far. The sound waves go further if you make a really big effort to increase the vibration. This is called shouting.

Alternatively, you can find a way to transport the vibration, eg via a taut wire or piece of string. Attach a tin can at each end to intensify the vibrations and you have a basic phone.

A Basic Phone



What is the best option for you? Read on...

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For small/micro businesses

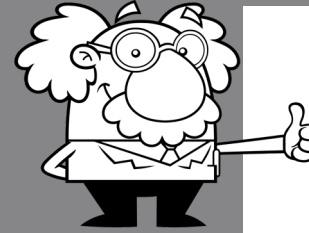
WE RECOMMEND PHONELINE+

PhoneLine+ can be loaded on the device or devices of your choice including laptop, tablet, or mobile phone (whether Android or Apple) or handset. If you are logged in on that device, then it will ring when a call comes in.

PhoneLine+ offers all the key features of a traditional telephone line including Voicemail, Call Divert, Call Hold, Contact Directory, Call Transfer, Call Forwarding and Number Withholding.

It is simple to install - once you have signed up, PhoneLine+ is delivered immediately via email, so there is no waiting for an engineer to call. Simply download the app to your device(s) of choice.

The interface is designed to be intuitive and familiar in its choice of icons, and the main functions are on the front page. It is designed to be user-friendly and flexible.



How does it work? Part 2

Traditional telephones used a microphone as an energy converting device, turning the sound wave into an electrical signal.

The signal was transmitted down the line to the exchange, connecting you to your desired number.

The loudspeaker did the opposite - it would take the incoming electrical current and use magnetism to convert the electrical energy back into sound.



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For SMEs and larger businesses

WE RECOMMEND GAMMA HORIZON

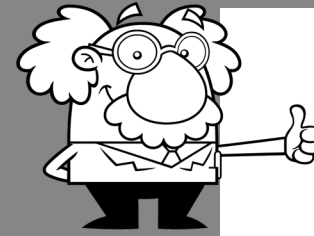
Everyone uses a wide variety of digital tools, software and apps at work.

You may, for example, use Microsoft Teams, Salesforce or Hubspot. All great tools – and even better if they work with your telephone system. If everything links together you have achieved Unified Communications.

For example, if you look at a prospective customer record in your CRM platform, one click will start the call, and the details are automatically logged against the contact.

Hosted phone systems streamline processes, help collate valuable data, and connect with your CRM or sales platform from wherever you are working.

And, of course, you have every possible phone function you can think of.



How does it work? Part 3

Today, voice calls are converted into digital files, which are divided into small 'packets' and delivered via the internet.

The way it works has been likened to taking a house apart, brick by brick, sending the bricks one at a time, and then rebuilding the house at the other end. All in the blink of an eye!

All you need is an internet connection and you can communicate with the world!

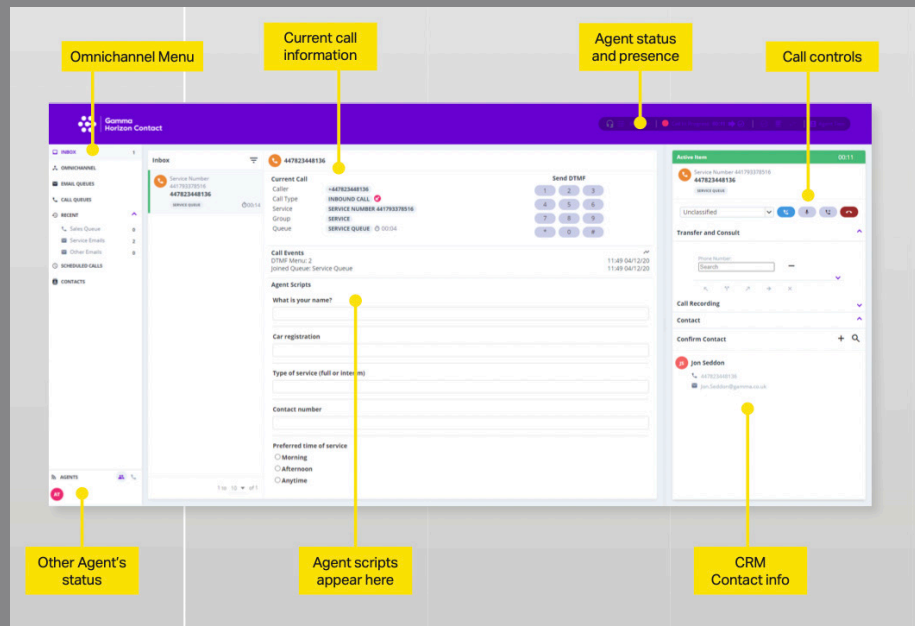


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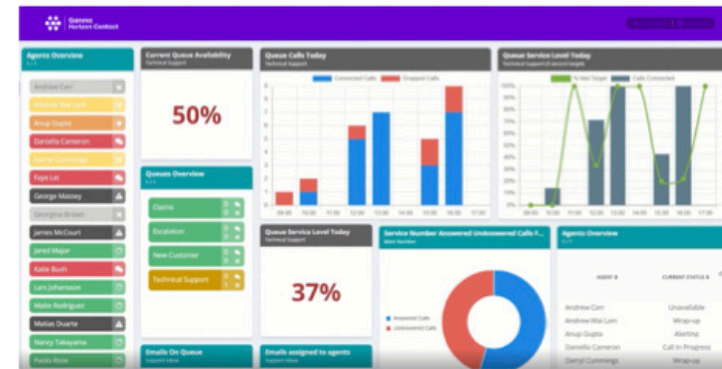


Call Centres – Horizon Contact

If you are managing a team of telesales operators or call agents, you need to keep track of call wait times, agent performance and other vital data. Whether your team is working in a call centre or at home, you stay in control. The comprehensive reporting tool built into Horizon Contact enables multiple different reports to be exported to third-party reporting tools or via email.



Wallboard



When an agent has classified an interaction, the classifications are logged and analysed by the Contact Centre for display via the wallboard and for inclusion in regular reports.

Wallboards

Keep motivation levels high with a real-time wallboard. Agents and managers can keep track of performance and targets with transparency and accuracy.

Your Rubix VT contact:

