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How to Protect Your Business Communications From Disasters

The beginner's guide to reducing your risks with cloud communications

Turning risks into rewards

Building a disaster recovery plan for your company's phone system may not be the most exciting task on your to-do list. But it's definitely one of the most important.

Your company probably can't afford any downtime due to a system failure, fire, flood or even human error. The best way to make major headway toward protecting your business is by simply moving your communications network to the cloud.

Keep reading to learn how to build a disaster recovery plan, and why Cloud Communications is the best choice for businesses that need to work through any storm.

Building your disaster recovery plan

Upgrading your company's phone system to Cloud Communications is the natural first step to building a 21st century disaster recovery plan. But in the meantime, it's vital to know how you'll handle communications if something goes wrong.

1. Learn the lay of the land

Understand the basics now, so you can save face later if things go south. Ask yourself:

· What phone numbers does your company own?

· Can you route calls on the fly?

· Do you have an easy web interface to make changes as needed?

· If you lose power or cell tower access, where do your customer calls go?
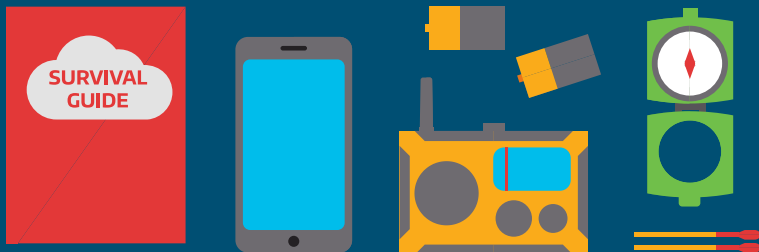
2. Know your gaps

In order to fill in the gaps, you have to learn what they are. Ask yourself:

· If your phone lines go down, how will you alert your customers?

· What other parts of your business will that affect?

· Do your suppliers/shipment have numbers they can call anywhere, anytime?

· If your contact center manager or receptionist are absent, who are their backups? How will their calls be routed?

· If your office is closed, is there an automatic greeting to update? How will you alert customers? Who checks your voicemail?

3. Build your backups and train your team

Once you've addressed some of these key questions, write up a quick reference document and pass it around to employees who need to know.

This should spark the necessary team discussion: If you go down, what's your backup plan? Running manual or automatic failovers or relying on SIP Trunking are certainly options. But prevention is the best medicine.

SURVIVAL GUIDE

The problem with PBX

When you have a premises-based PBX, your company risks electrical circuits in your data center getting overloaded, critical component failures, and more. Your server could even be fl ooded by a storm or a failed water valve.

Some companies duplicate their communications infrastructure at a remote location. It can be an eff ective strategy — but very expensive. Add on the costs of replacing a PBX every eight years on average, and the costs quickly outweigh the benefi ts.
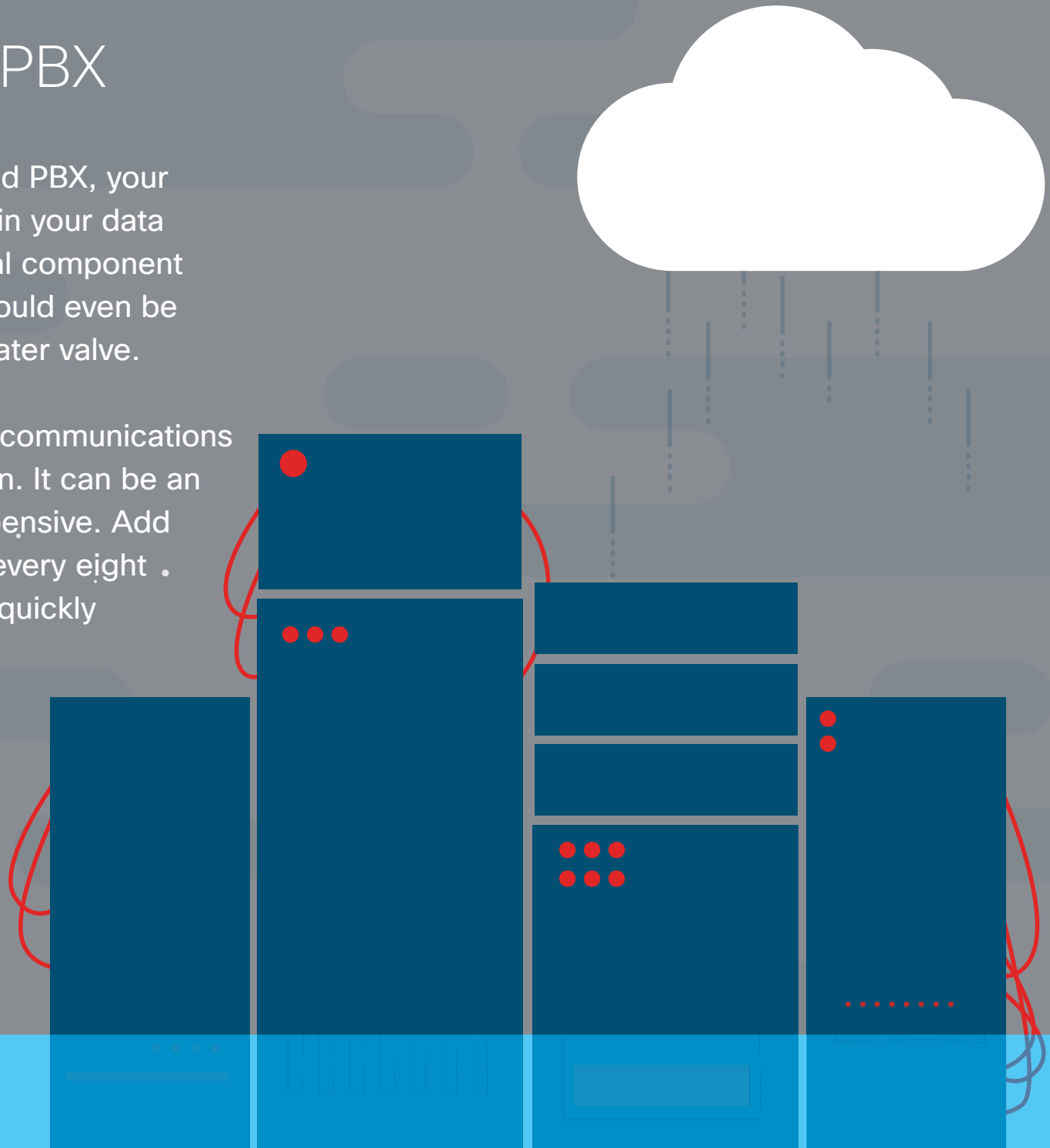
Work through the storm

When you move to Cloud Communications, you get carrier-grade protections against outages of any type – without unnecessary expense and headaches.

You also get features that help you work through the storm, like a business phone number that travels with you, HD voice and video conferencing from anywhere, and powerful, modern-day contact center capabilities.

Simply take your phone number and your network with you, log in from any Internet-connected device, and work uninterrupted.

Even if a disaster causes you to move your entire team to a new location or forward your main office number to an alternate facility, with Cloud Communications, your customers won't know the difference.

Not just for rainy days

Still not convinced? Here are 10 of our favorite features you'll benefit from with cloud communications:

· Receive calls to your office number from any device, anywhere.

· Route calls anywhere at any time.

· Use presence information to see who is free to take your call.

· Give employees their own virtual meeting space, so there is no competition for meeting times or conference bridges. Invited colleagues, customers, suppliers and partners can connect using a simple "one-click" browser link.

· Integrated email, communications and calendars save you time.

For your contact center, you can also:

· Establish a single, integrated queue for voice, web, email, chat and social media channels.

· Centrally manage and administer ACD, IVR, call recording, interaction history and CRM.

· Balance call loads across multiple locations.

· Improve outcomes with predictive, analytics-based routing

Drive business up
and risks down