

Are you ready for the PSTN switch-off?

Five essential steps every business needs to take

Ready or not, the PSTN switch-off is happening in 2025. From then on, at home or at work, we'll all be using digital phone services.

Many businesses have already successfully made the move to digital. They're not only ready for the future, they're already enjoying the many benefits of a cloud-based phone system.

You can help your customers join them. Start by following these five steps.

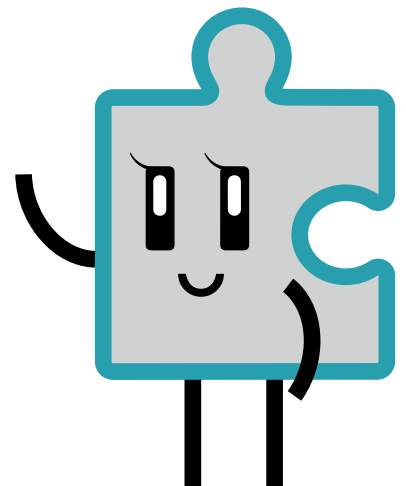
Get the connectivity right

Now more than ever, businesses of all stripes need robust, high-quality internet connectivity, whether it's fixed or mobile. By their very nature, cloud-based applications demand resilient, high-bandwidth, low-latency connectivity. Digital voice and collaboration services are no different. They rely on the same high-quality internet connection to deliver crystal clear voice calls, jitter-free video conferencing, and real-time collaboration tools.

You need to ensure that you customers have an internet connectivity that's up to the job – not just for today's needs, but for future demands too.

Upgrading your customers to an all-IP telecom's solution presents a great opportunity to review their internet connectivity as well. Is it robust and resilient? Do they have enough capacity to comfortably handle today's applications and all the new technology that's coming down the line (the Internet of Things, for example)? What about latency? Will other applications interrupt your voice services?

How we can help: If your customers internet connection is a concern for you and them, we've got connectivity and networking covered, with a comprehensive range of access technologies, speeds, and resilience options to choose from and a guaranteed call quality. As long as they are connected to the internet, they will receive a dependable call quality. Ideal for when the customers have not migrated to a next generation of internet connectivity. We can recommend the best options for your customers based on your situation and what you're wanting to achieve.



Excite, engage and educate your customers

To get the most out of a digital phone service, you don't just need to make sure your customers know how to use it, you have to make sure they want to use it. The better informed and engaged they are, the higher your customers chances are of squeezing every benefit from it.

If you can energise your customers so they're excited about getting their hands on the new kit, they're more likely to realise those benefits of having a all-IP telecoms solution.

How we can help: we can provide the support and material to help you engage and educate your customer on VoIP. All our services come with expert support and materials.



Think about the hardware

When you're upgrading your customers to a digital voice solution, don't just rush into replacing their existing handsets with an equivalent IP model. This is a great opportunity for your customers to step back and really understand how they are currently using their hardware. Maybe they don't need to do a like-for-like replacement of all their kit? For example, as more people adopt flexible working patterns, whether that's hot-desking in the office or working from home, giving everyone a desk phone might not be the right option for your customers business. Perhaps using an IP headset and softphone client is a smarter move. There's no right or wrong answer here. It could be that a hybrid approach of headsets and handsets fits the bill for some of your customers

How we can help: We have a range of IP devices and Cisco Webex apps for you and your customers to choose from as part of the upgrade to all-IP. Depending on what they are using at the moment, you may be able to reuse some of your customers current equipment setup with your new digital service. Ask us for advice if you're not sure



Think about the future

The world is always changing, and we have seen the need for flexibility with the continuous disruption to the nation caused by covid. The effects of this have ingrained itself with the working world, with flexibility, mobility, and a radical shift in working environments and methods. We saw the market shift first hand, and it looks like this shift is staying past the effects of covid.

You need to make sure that your customers are no longer looking in the short term, but instead are looking at the long term for their connectivity and communication. Whether, they are returning full time to the office, exploring hybrid working or working from home, they will all need to be preparing for the 2025 WLR switch off.

How we can help: Our offering comes with mobility in mind with a range of different softphone applications on a range of different devices. You can always make sure that your customers have a system to meet their current and future needs.



Seize the opportunity for change

Upgrading to a digital phone service is about more than just doing what you do now, but digitally. A new service will present your customers with new ways of working and opportunities to change the way they communicate. Cloud-based systems generally boast far more features than your customers may be used to. For a start, they can easily integrate mobile devices and apps. This would provide detailed reporting at their fingertips, helping them gather insights about customer and employee behaviour. But above all, they'll enable businesses to work differently.

It's an opportunity to re-evaluate their business, maybe introducing flexible and remote working so they can work from any device, at any location and at any time. It's also worth thinking about the phone lines which the customer currently uses and whether they really need to replicate every line on the new system.



Start helping your customers plan their journey to digital, today digital cloud-based phone systems liberate a business's communications from the confines of the office, with numbers that follow them wherever they go. They never miss a call again. They make it easy to collaborate with anyone, anywhere. That's the versatility of the cloud. No maintenance costs. No disruptive engineer visits. Automatic upgrades.

Are you and your customers ready? It's a journey we can help you navigate your customers through. Although planning, choosing, and installing a digital phone system is actually pretty straightforward, we appreciate that you may want a helping hand.

