

Your office in a box

Why the Samsung OfficeServ communications system is perfect for growing businesses

What does it take to be successful in business? Hard work, dedication, determination, imagination, perseverance, patience, support, good luck (perhaps) and good communications.

Even in an age of email and social media, the ability to make and take calls is critical. This is particularly true for start-ups that will spend much of their early days on the telephone, making introductions and building the networks on which their future prosperity depends.

The telephone provides an essential link to the outside world and is the next best thing to face-to-face contact for making a personal connection with prospects and business associates.

A telephone number raises your profile and gives customers and suppliers a voice. Today, with so many communication channels to choose from, the phone remains people's first choice when they have a complaint or need a quick answer.

The flip side is the damage that can be done if calls are not handled properly; phones aren't answered; callers are left on hold or passed from person to person; and messages are ignored and calls not returned.

The professional choice

When they start out, many entrepreneurs use a mobile phone for their communication needs on the basis that they always carry their phone with them. In practice, relying solely on a mobile – and mobile number – is limiting and may not convey an appropriate level of professionalism.

If the only number given for your company is a mobile one, what does that say about your organisation? In many people's eyes, it would suggest that you are small, under-resourced and poorly staffed. Is that the impression you want to give?

A phone system with a familiar phone number is more reassuring and

more flexible. A freephone, national or geographic number gives no clues about your company size and can give you a 'local' presence in distant markets. Even if you are based in a beach hut in Poole, you can have geographic numbers for, say, London, Manchester and Birmingham linked to your system. And, with DDI numbers, each employee or department can still have their own personal number.

Staying in touch

That said, there are good reasons why start-ups and small businesses rely on their mobile phones. Managers and employees tend to have multiple roles and diverse responsibilities. They are frequently out of the office, winning business, closing deals and visiting customers, suppliers and associates. Even when at work, they are rarely in one place and are often in meetings and can't be contacted.

The mobile working habits of modern entrepreneurs can make them hard to track down, frustrating callers and adding to the workload of colleagues

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You can use your mobile as your only phone or you can use it in conjunction with a standard office phone. You can even set up the system to ring multiple numbers simultaneously e.g. your deskphone, mobile phone or home phone, so that you can take calls wherever you are, on the handset of your choice.

Big benefits

For small businesses, the combination of mobile phone integration and Samsung's mobility apps brings many benefits:

Increased Mobility: Integrating mobiles gives users greater mobility within the office, as well as outside;

Reduced Costs: Call costs are reduced, as calls made on a mobile within the company WiFi network are routed via the phone system's analogue, digital or low-cost SIP trunks rather than the mobile network – according to some estimates half of calls made in offices are via a mobile. When away from the office, you can connect to the communications system via wireless networks in hotels, cafés and other public locations and make and take calls through the company phone system without incurring mobile network charges;

Improved Customer Service: Customers can reach you with just one phone number and no longer have to dial different numbers to track you down or leave multiple messages on a range of devices. The seamless transfer of calls between desk phones and mobiles reduces the need for redialling and call-backs. When you call a customer, they see your business phone number not an individual mobile number.

who find themselves having to take and relay messages. In such circumstances, it clearly makes sense to use a mobile phone that enables you to be contacted at all times.

The Samsung OfficeServ 7030 (see box) lets you use a mobile and enjoy the benefits of a modern communications system with sophisticated call handling and useful time- and cost-saving features.

A wireless-enabled smartphone can be integrated with the OfficeServ 7030 – for the same price as any other handset – so that when it is within range of the wireless network, inbound, outbound and internal calls can be transferred to and from the handset. When out of range, the phone system forwards inbound calls to the mobile over GSM.

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Increased Productivity: Integrating mobiles significantly enhances message-handling and reduces the amount of time spent following up and returning calls. Samsung smartphone mobility apps give access to corporate directories for quicker and easier dialling and show the presence status of colleagues, i.e. whether they are in a meeting or free to take a call, saving time wasted on unproductive calls.

Easier call management. Unified call logs for mobiles and desktops give greater visibility of employees' mobile phone activity.

Productivity apps

In addition to mobile integration, the OfficeServ 7030 provides other features that can help a business save money and be more efficient.

For example, support for low-cost SIP trunks that route calls over the telecoms provider's IP network help reduce call costs. SIP trunks provide resilience in case of business disruption and are highly portable, enabling growing businesses to keep the same phone numbers as they expand and move premises without incurring additional charges.

As standard, the OfficeServ 7030 comes with an auto attendant, which improves call handling by providing callers with recorded information and automatically routing calls based on menu selections. Voicemail includes the ability to route voice messages to an email Inbox so that you can view all messages in one place.

Being modular and expandable, the OfficeServ 7030 can be enhanced with additional functionality as your needs change. Samsung offers a wide range of apps for computer telephony integration; PCI compliant call recording; call reporting; collaboration with voice, video, instant messaging, whiteboarding and application sharing; formal and informal contact centres; and specialist solutions for the healthcare and hospitality industries.

Today, the Samsung OfficeServ 7030 is used by thousands of growing businesses across the UK, helping them to address the significant challenges faced by any small business operating with limited manpower and financial resources and giving them the flexibility and professionalism needed to thrive in today's competitive business climate.

For more information on Samsung communication systems, please visit www.samsungbusiness.com

The OfficeServ 7030: Made for growing businesses

The OfficeServ 7030 is an office in a box. The entry-level product in Samsung's OfficeServ series, it is designed for growing businesses with up to 20 employees.

It delivers voice, data and wireless communications in a single IP platform with robust security. It can be used with analogue, digital and SIP trunks; and is compatible with a wide range of IP and digital handsets including desk phones, cordless handsets and IP softphones, as well as wireless-enabled smartphones.

With flexibility built-in, customers can work anywhere and still enjoy the system's advanced communication features – it doesn't matter whether you are using a mobile phone in the office, working from home on an IP phone connected via broadband or in a branch office linked via SIP.

The OfficeServ 7030 is expandable and modular. It comes with auto attendant as standard and can be enhanced with additional functionality, from voicemail to specialist industry solutions, according to each customer's needs.

Perfect for businesses with limited resources, it can be bought off-the-shelf and set up and configured by users. Standard RJ45 network connections simplify set-up and enable phones to be plugged straight into the system, which reduces the need for wiring.

As businesses grow they can easily expand system capacity. The Samsung OfficeServ family includes systems accommodating up to 480 extensions at a single site, with the ability to network together hundreds of locations.