

6 Mistakes to Avoid When Choosing a Hosted VoIP Provider

Business VoIP Done Right

1. Assuming all hosted VoIP providers are equal

The quality of a call varies dramatically by each provider. Demos are often done under ideal conditions, check the more recent reviews for a better picture of how real world performance measures up to your requirements.

Instead, do this: Listen to a demonstration on your network. Do it while you have the greatest load, find your most critical user, have them use the mobile applications.

2. Believing that local numbers equals global deployment

Almost any hosted VoIP provider can deliver a local number. Assuming that is the same as datacenters and points of presence in your needed geography is going to cause quality issues at some point.

Instead, do this: Check the local datacenters, points of presence are geographically adequate for your current and future deployment needs. Numbers are easy, network is not.

3. Thinking integrations all the same

Almost every hosted VoIP vendor will promote some sort of API or integration capability. That is very different to being able to deeply integrate communications into your workflows. Working with a hosted VoIP provider that has experience of success in doing this, rather than merely providing documentation for you to figure out can mean the difference between company wide success or explaining the shortfall to your CEO.

Instead, do this: Check references for integrations. Find a vendor that can do it from scratch, not all integrations are the same. Look for a core philosophy about how integrations should function.

4. Focusing on just dial-tone

Selecting a hosted VoIP provider is more than just dial-tone and handsets. Not looking further ahead to assess all your communications requirements, from team application integration to Call Centers only delays the inevitable issue.

Instead, do this: Look at the entire portfolio of capabilities regardless of whether you need those functions now. Consider your call center requirements, any line of business requirements or near term process improvements. Look at the total solution in terms of growth and integration. Dial tone is easy, quality dial tone is hard, integrating with your workflows needs the right vendor.

5. Treat this like a product purchase

Approaching this as you would any IT purchase with a service contract will cause significant issues downstream. When buying products, the vendor has to be good once, and then hands it over to a service organization. Buying a service needs to be approached differently.

Instead, do this: Research how they handle your account on a regular basis. Look for a customer success organization. Explore how they approach maintaining your account, how phone upgrades happen, maintenance upgrades, have they got a dedicated service hero to work with?

6. Assuming the price you see is the price you pay

You need your hosted VoIP provider to be viable, but don't want to over pay. There are many ways the price can grow, if you are taking the price of dial-tone as the price, you are making a mistake. You will often see additional installation, handling, commissioning, tariff charges appear at installations time.

Instead, do this: Look for a hosted VoIP provider that provides all inclusive, predictable pricing. Avoid the complex comparisons and games some of the larger vendors play. You can eliminate the worry about paying for things you don't need. Focus on the seats you need and chose a vendor that includes all service, hardware, support and future upgrades. Keep it simple.

Why Choose Ooma Enterprise?

- Service Heroes included, call us anytime.
- Integrate your critical workflows.
- Global approach, not just U.S focused.
- Simple to understand, all inclusive pricing.
- Call quality, listen to the difference!



Ooma Inc.

525 Almanor Avenue, Suite 200
Sunnyvale, CA 94085

650-566-6600