

# Give your business the power of a big business phone system with **VoIP**



**Bionic**<sup>®</sup>

# What is Voice over Internet Protocol (VoIP)?

VoIP is a modern business phone system that allows you to **make calls from anywhere there's an internet connection so no more being tethered to physical lines**. Plus, there are tonnes of additional features and benefits which you don't get from a physical landline.



## Why does your business need VoIP?

VoIP is transforming the way businesses across the globe operate and communicate, from blue chip companies to sole-traders, and everything in between. Here's how switching to VoIP could benefit your business:



### Never miss a call

VoIP uses cloud technology, so you stay in complete control of your business calls. If you're away from the office, calls can easily be routed to another handset, mobile phone or even a laptop, meaning you and your employees can answer from anywhere. Perfect for remote working.



### Faster and cheaper

VoIP services are quicker and more cost-effective than traditional phone services, offering cheaper calls and no need to pay line rental.



### Loads of fully customisable features

VoIP offers a range of adaptable features as standard, which you can fully customise to meet your unique needs. Manage multiple calls at once, hold conference and group calls, gather customer insights, and benefit from a virtual receptionist.



### Easy to install

As VoIP is a cloud-based system, there's no need for bulky, intrusive physical lines and hardware to be installed. We can have you fully set up in just 48 hours.



### HD call quality as standard

Make and receive VoIP calls in crystal clear HD quality sound, and manage your VoIP system remotely using a simple desktop or mobile app.



### Simple multi-site network

If you run your business across several sites, they can all be served by the same VoIP package, saving money on multiple phone lines.



### Save call logs and recordings securely

VoIP offers safe, cloud-based storage of all call recordings to manage customer interactions and follow compliance recommendations.

In short, switching to VoIP can give your business greater flexibility, help it work more efficiently and save money.

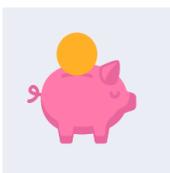


## How can VoIP help your business grow?

Cloud-based computing is enabling businesses to operate with greater efficiency and agility, something that's become increasingly important as remote working becomes the norm.

Switching to a VoIP phone system means your business can use this technology for all communications, to **help you run things more efficiently and improve the customer experience**.

Here are some more ways VoIP can help your business grow:



### Save money to invest in your business

VoIP offers each user cheaper calls to landlines and mobiles. It also includes features such as caller display, call-diverting, hold music, answer phone and call-waiting as standard. In not having to pay extra for these features, you could save around £30 per month. That's £360 a year that could go straight back into your business.



### Benefit from a Virtual Receptionist

VoIP's Virtual Receptionist manages all incoming calls and routes them to single or multiple phones in the right area of your business, whether making reservations, relaying opening times, or contacting customer care. If you're a small business, this can give the impression you're a bigger operation, which can improve customer confidence.



### Monitor call statistics and increase productivity

VoIP gives you a complete view of all calls across your entire business, which can help you make insight-led improvements to increase the productivity of your employees. You'll also get an oversight of key call statistics in real-time for all devices, including mobiles, and see when you get peak calls. This will help you manage staff resourcing and make better operational decisions.



### Offer a better customer experience

When calls are diverted to the mobile app, there's no 'calls being diverted' message, so your customers will always think you're in the office. This also offers you the reassurance that you'll never miss a call. VoIP also allows you to keep your existing phone number, which keeps things simple for your customers, even if you move business premises.



### Amplify your local or national presence

If you want to grow your business by amplifying its presence nationally, you can have a national phone number attached to your VoIP service. If, on the other hand, you want to promote how your business operates on a local level, you can have multiple local numbers depending on the regions you want to target.



## Why switch to VoIP with Bionic?

At Bionic, our experts combine smart technology and human service to help manage your switch from start to finish.

- We compare VoIP providers as well as hardware, to ensure you get a bespoke solution to perfectly fit your needs
- We make sure **you only get what you need and only pay for what you're using** – no unnecessary extras and no hidden costs
- With Bionic, you can be sure of **great prices and complete flexibility along with a tailored service**, whether you need cheap tariffs, unlimited options, or additional features. We tailor our packages to suit your needs
- Our comparison and switching service is **completely free of charge to our customers**

But we also appreciate that the bottom line is often what really matters in business, that's why we offer a range of VoIP packages to suit the needs and budgets of business of all sizes.

Reliability and great customer service is also important, which is why, our switching service offers the following:

- Great rates, flexible packages and quality hardware from trusted suppliers
- A dedicated account manager who will be your point of contact throughout to help you with any problems or concerns both during and after your switch

And when you choose our selected packages, you can control everything using our handy app, which gives you the power of your desk phone on your mobile. Perfect if you're not always at your desk.

Our mobile app means you can make and receive calls wherever you are, whether in the office, out on the road, or visiting other sites. This is the simplest way to stay in complete control of your business calls.

Alternatively, if you'd prefer a handset, we offer a range of models for an additional cost starting from £50, which can be paid as a one-off instalment or spread over the term of your contract.

Whatever your business needs, our team can set up a bespoke package tailored to meet the demands of your day-to-day operations.

# How can VoIP benefit the unique needs of your business?

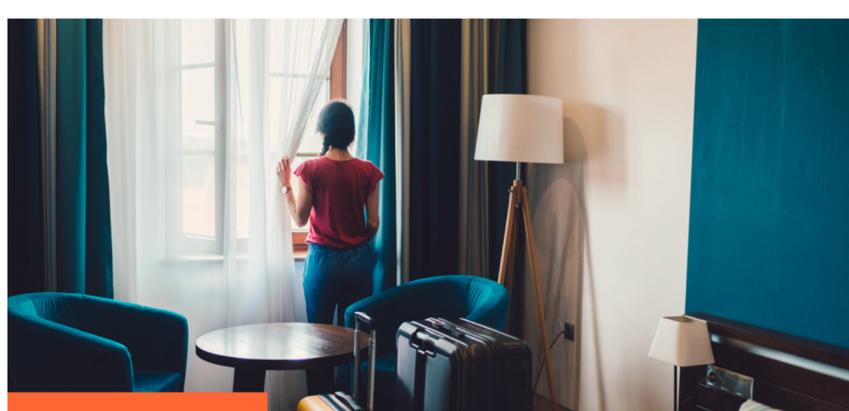
Here's how switching to VoIP can help business owners across a range of different industries.



## Restaurant

If you run restaurants across multiple locations, you could make significant savings by switching to VoIP. All you need is an internet connection at each location and they can all be connected through a single VoIP platform. This can cut your phone bills considerably, as you'll pay as a individual users instead of forking out for line rental at each restaurant.

VoIP can also save your staff time and help them work more efficiently by automatically routing calls to a dedicated reservation service.



## Hotel

If you're in the hotel business, you'll be able to run things more efficiently with VoIP by creating a number of extensions on the one platform. This will allow customers access to certain departments at the touch of a button, such as reservations before they arrive and then room service and reception once they've checked in, at no extra cost to you.



## Salon

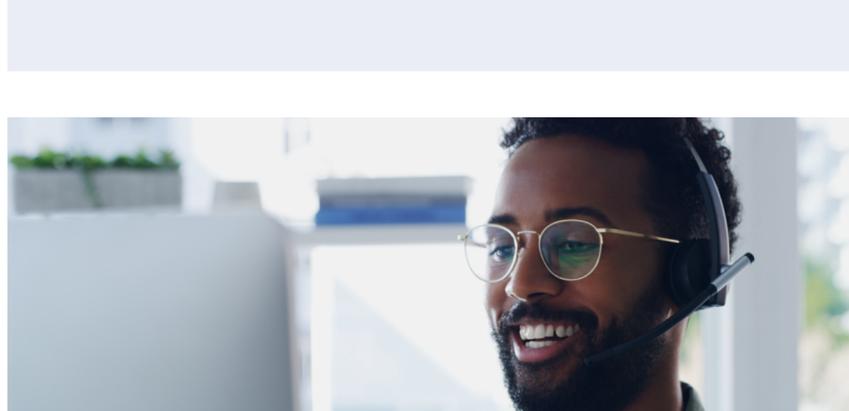
If you run a busy salon, VoIP can eliminate the need for staff to leave clients unattended while they answer the phone. Instead, your Virtual Receptionist can handle the call and send a notification to all staff, so someone can follow it up as soon as they are free. This also means you'll never miss another call.

If you run salons on more than one site, you can also save money on line rental as you can operate each location from the same VoIP platform.



## Sole Trader

If you're a sole trader, you'll often find that you need to be in multiple places at once - and VoIP can help you do just that. Instead of letting your landline answer phone take details that you then need to chase up later in the day, VoIP will automatically route calls through to your smartphone. This gives you the flexibility you need to do your job without worrying about missed calls and opportunities.



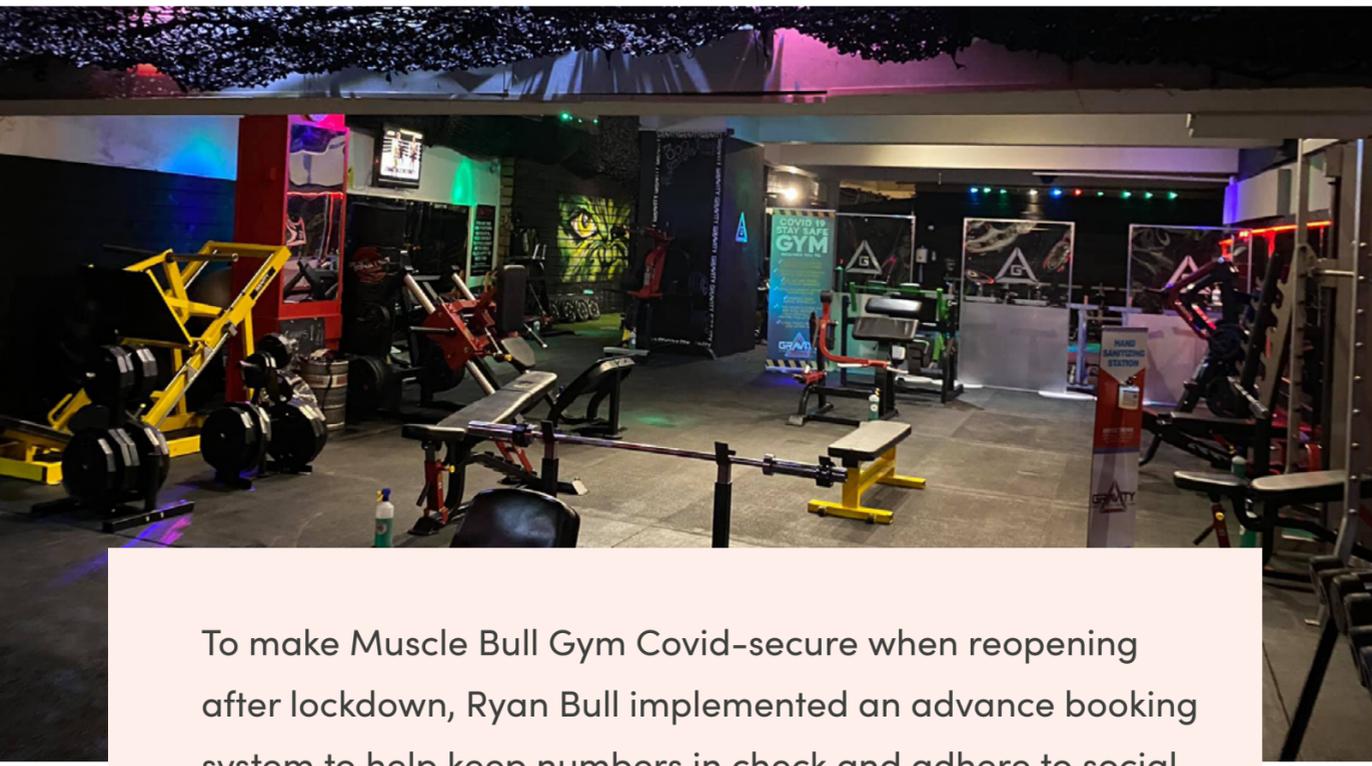
## Customer Service

VoIP systems offer invaluable customer insights that you simply don't get with any other call service. Integrating your VoIP and CRM systems can really improve your customer profiling and enhance your customer service team. And because cloud-hosted VoIP phone systems are fully scalable, you can instantly increase the volume of calls your system can handle when your business grows, or dial back the service to cut costs if your business experiences a quiet period.

# What our customers say about VoIP

We think VoIP is the perfect communications solution for businesses of all sizes, across all industries. But you don't take our word for it, [check out what our customers are saying.](#)

## How VoIP helped local gym owner reopen after lockdown



To make Muscle Bull Gym Covid-secure when reopening after lockdown, Ryan Bull implemented an advance booking system to help keep numbers in check and adhere to social distancing rules.

### So far, so good, but...

It quickly became clear that the gym's existing phone system couldn't cope with the increased influx of calls – customers were being greeted with an engaged tone when the phone was in use, meaning calls and appointments were being missed.

## Enter Bionic's VoIP service...

Armed with line, fibre, and a one user VoIP service, Ryan was now able to do the following:

- Place calls in a queue, complete with hold music, to encourage customers to stay on the line
- Use a virtual receptionist to filter and prioritise the most important calls
- Take calls wherever they are – even during a PT session – using the mobile app
- Keep the gym's existing phone number – no customer confusion because of a new number

## And then there was the money saved...

Before switching to VoIP, Ryan was paying between £70 and £90 a month for fibre broadband and a standard phone line, but this was cut to a flat monthly rate of just £56 a month for fibre broadband and a VoIP line.

**A saving of between £20 and £30 a month.**



## Switching to VoIP is a quick and easy way to upgrade and future-proof your business communications.

- No more missed calls
- A faster and cheaper service
- Adaptable features
- HD call quality as standard
- Save call logs and recordings securely

Switching with Bionic means you also get a dedicated account manager – no more long waits on hold and no need to repeat your details to multiple agents.

Our experts will help you manage the switch, from start to finish, and tailor your service to make sure you only get what you need and only pay for what you're using – no unnecessary extras and no hidden costs.

## Sounds good? Let's go!

To switch to VoIP with Bionic, give a call to Bionic agent you've been in touch with or enter your postcode at: [bionic.co.uk/business-connectivity/business-voip/](https://bionic.co.uk/business-connectivity/business-voip/) and we'll take it from there.

Our tech-enabled team is available from Monday to Friday, from 8:45am to 5:30pm.