

Is Hosted VoIP the Next Generation of Internet Telephony? – May 6, 2009

Internet telephony has experienced three major revolutions. The introduction of the first Internet voice communication software in 1995, the invention of the VoIP phone in the mid 90's, and the emergence of the business IP-PBX in the mid 2000s. Now, in 2009, we are amongst a new revolution, the widespread adoption of the hosted VoIP PBX.

As a model where the VoIP service provider hosts and maintains the equipment needed to make a hosted VoIP PBX possible, the benefits of hosted phone systems are attracting business owners across the nation. The technology touts cost savings, exciting features, less commitment, plug and play functionality, and extensive tools for remote workers. But do hosted VoIP systems deliver on all they promise? And is hosted VoIP actually the wave of the future? While the degree of advantages varies from company to company, the overall consensus is "yes."

As president of the Newton Group, a well known outbound telemarketing business, Gordon Newton can testify to hosted VoIP first hand. In 2008, Newton had a tough choice to make. He knew that his company could reap rewards from switching to a VoIP phone service, but he needed to decide whether to go with a hosted or non-hosted system. With 66 phones distributed over 32 locations, this was a big decision.

"When we were looking for a new phone system, we looked into everything. We did our research. We probably spent a solid three months talking to companies, making a decision whether or not we wanted to be premise based or hosted. Once we came to the conclusion that it would be better for us to use a hosted system, we looked at several options. When it came down to it, FreedomIQ® had the best package," says Newton.

According to Newton, the FreedomIQ hosted VoIP phone system allowed him to support individual agents across the United States. What's more, set up was easy.

"Once we got the system in place, we were able to ship phones and basic directions to our agents around the United States. Our agents have varying levels of tech experience and all of them have been able to plug their phone in and hook right up to the system."

The FreedomIQ hosted PBX allows Newton to seamlessly connect remote workers dispersed across the country, yet still appear as one cohesive unit to customers. In addition, it provides features that allow him to manage his employees, wherever they may be.

"Our managers really enjoy the call monitoring. It lets them listen in and monitor live calls," says Newton. "The call recording has also been huge. FreedomIQ offers it at an amazing rate, nobody else has that."

While the features have turned into valuable assets for Newton and his team, he'll be the first to say that he loves the savings.

"There are people out there that are spending thousands of dollars each month on premise based equipment, while we're getting our hosted VoIP service at a much lower rate. We love the system and the price is the icing on the cake."

But the Newton Group isn't the only company singing the praises of hosted VoIP and the FreedomIQ product by FreedomVOICE. Parthiv Shah, President of eLaunchers, a marketing/communications company based out of Germantown, Maryland, has similar things to say.

"I mean, there is free long distance within the US, one little bill, and the rate plans are great," says Shah.

But when asked about why he chose hosted VoIP and FreedomIQ, Shah didn't mention cost savings or hot features. Instead, he pointed out the people behind the business.

“See, there are a lot of companies that do voice over IP, but what I found with FreedomVOICE is that someone is always there to pick up the phone. I know a lot about Microsoft, because I have to figure it out. I don’t know a lot about FreedomIQ because I don’t have to,” says Shah. “When I recommend that someone buy FreedomIQ, I tell them all you have to do is hit zero and you’ll be connected to a network of humans that care. At the end of the day, my business is on the line, literally. Because when phones stop ringing, what am I going to do?”

When all is said and done, Both Newton and Shah have found hosted VoIP to be the right solution for their business.

“FreedomIQ is perfect for small business,” says Shah. “It is amazing that with this plan your office phone costs less than your cell phone. I honestly spend more money with Verizon Wireless than with FreedomIQ.”

Newton seconds that stating, “I definitely believe that hosted VoIP is the wave of the future.”