

Voice Offers Attractive Opportunities For Resellers

The ratio of voice-based to data-based communication still leans heavily towards voice.

That's according to Otel Communications which highlighted the fact that businesses have to invest in state-of-the-art voice services that will further their commercial objectives.

"The lion's share of commercial communication still takes place by people actually talking to each other. This is followed very far behind by email, SMS and other forms of written communication," said Rad Jankovic, CEO of Otel Communications.

A positive implication for resellers like IT companies and computer retailers wanting to diversity their revenue streams is that they can make attractive margins on hosted and on-site IP-based voice services with Otel's turnkey reseller platform.

For the head of the independent teleco and fibre provider, nothing provides as good a voice experience as IP-based fibre. In addition, a major benefit of IP systems is the dramatic reduction in support time. "About 90% of issues can be resolved through a managed router," explains Mr Jankovic.

"Voice solutions powered by fibre optic cable are the only way to go in a local business environment characterised by copper cable theft and shoddy service. Hosted and on-site IP-based voice takes the disinterested customer service individual at the end of the line totally out of the picture. We automate, we don't frustrate," adds Mr Jankovic.

A further benefit of Otel's hosted and on-site voice platforms is that Service Level Agreements (SLAs) can be customised for each client, depending on their unique requirements. "Nothing is set in stone," says Mr Jankovic, "We strive to ensure a customer service experience that personalises response times, configurations, redundancy, and more."

Otel began its corporate life more than a decade ago as an alternative telecoms provider specialising in VoIP. Voice over Internet Protocol (VoIP) is a communications solution where voice travels across the same network and in the same way as data.

Otel's VoIP services delivered on top of its fibre links are 65% cheaper than fixed-line voice rates. For business users, hosted and on-site voice services are the next step on the VoIP journey. Typically, this means switching from yesteryear's desk-bound PBX system to a virtual PBX platform where all functionality is hosted in the Cloud and available on any desktop computer or mobile interface.

“Businesses under pressure to make those sales calls using affordable, yet crystal clear and multifunctional voice services can do no better than our hosted and on-site voice services,” concludes Mr Jankovic.