WHAT DO SMBs WANT
(IN BUSINESS PHONE SYSTEMS)

AWARENESS OF TELECOM INDUSTRY TRENDS

IMPORTANCE OF VOICE COMMUNICATION

- Current Usage of Voice Communication

- Despite the rise of email, video, and social media, voice communication remains critical to SMBs.

- Real-time dashboard for tracking system-wide usage and metrics.

- Historical call reporting to track system-wide usage and patterns.

- 53%
  - Outdated phone equipment is the most common reason for wanting a new business phone system.

NEW BUSINESS PHONE SYSTEM.....HOW SOON?

- Likelihood to Evaluate a New Business Phone System

- 25%
  - Highly aware of how they can optimize business phone systems.

TOP BUSINESS PHONE FEATURES USED TODAY

- Major business phone features used today.

- 20%
  - After 20 years of VoIP, most SMBs have not been keeping up with the innovations in business phone systems.

BUSINESS PHONE FEATURES MOST WANTED IN THE FUTURE

- Top business phone features most wanted in the future.

- 24%
  - Getting voice mail messages as email attachments.

AFTER 20 YEARS OF VOIP, MOST SMBs HAVE NOT BEEN KEEPING UP WITH THE INNOVATIONS IN BUSINESS PHONE SYSTEMS.

OUR TELEPHONY SURVEY WAS COMMISSIONED BY ALLWORX AND CONDUCTED BY HANOVER RESEARCH AMONG 427 RESPONDENTS BETWEEN 12/9/2014 AND 1/7/2015. ALL RESPONDENTS WERE CAPITAL EQUIPMENT PURCHASE DECISION MARKERS OR INFLUENCERS AT SMALL- AND MEDIUM-SIZED BUSINESSES (5-499 EMPLOYEES) IN THE UNITED STATES.