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We are living in an age and time when telephone communication has become indispensable for successfully running a business - be it of any size or scale of operations. The mobile phone particularly has become commonplace for millions of people across the world. People now consider the ability to communicate through mobile phone as ordinary.

The biggest advantage of mobile phones is obviously accessibility 24x7. An incoming caller (particularly customers) will not feel annoyed listening to replies like 'Mr. Smith is not available'. As a business owner, you can contact your field staff and traveling employees at all times. Likewise employees can also communicate with you and refer critical problems any time without having to be in the office. Thus if your key personnel are given mobile phones then they become more easily accessible.

Effective use of mobile phones can help improve employer to employee, employee to employee and more importantly customer to business communications.

Mobile phones are now ubiquitously used that many customers expect your employees to have one. Instead of feeling frustrated when told that a particular person is not there to answer a call, many customers will now straightaway ask for his/her mobile number.

A mobile phone being an individual-owned device gives you more time to communicate with a customer and you can also hold an important conversation from anywhere.

When traveling on business purposes on a working day, then normally you would lose many hours of communication but with a mobile phone, it need not be so. A mobile phone allows you to confirm and check details quickly with your office - even at times when you are sitting in front of a prospective customer.

A mobile phone means you can also check with your office while away from and need not worry about returning to find that a major development is behind schedule.

With the rapidly advancing technology, the mobile phones can act as a complete functional organizer. This is particularly true of mobile phone models aimed at business users. You can set reminders and notes in the same way as you would with a paper organizer.

There is no need to wait for viewing email messages as it is now possible to access all your emails via the WAP and GPRS (mobile internet) connections of new model mobile phones. In fact, some mobile network packages even allow notification of faxes.

A good mobile package means you will be informed about all important communications while you are away and hence your ability to communicate with customers /employees /suppliers/ associates is not hindered.

A mobile phone can serve as an effective extension of a land phone. Instead of callers to your land phone then having to try your mobile number they can be forwarded almost instantly to your mobile phone if you are not available.

One of the major worries about providing employees with mobile phones is that they will misuse them for personal calls and waste office hours and also run up massive bills. But, banning personal

use of the phones outright can create a negative attitude towards employees.

The ideal solution will be to opt for a dual line. Some network operators allow businesses to run mobile phones with dual lines - one for business use and one for personal use. In such a case, employees can use the mobile phone for personal calls, but pay for those calls.

Most new phones are able to work globally and across a number of countries and this means that even when you are abroad on business trips you can still be in touch and instantly accessible.

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