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Cloud Telephony-How to Use Online Cloud for Communication Purposes by Freda Miller

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Most business owners must be familiar with the term cloud telephony. Itâ€™s a fast growing sector under cloud computing market. The term basically involves an individual or an organization which can access multiple computing resources and is connected to an online network. However, itâ€™s interesting to note that the online resources weâ€™re talking about here refer to computers that are beyond your office premises and are located somewhere in the online cloud or on internet.The main idea is to access software, facilitate data storage and resource sharing without investing in installing, configuring or managing unwanted additional resources.

Thus, you donâ€™t have to deal with time-consuming, tedious and boring telephonic features. Youâ€™ve quick access to advanced features. You can play audio and video files, transfer calls to multiple locations and call a quick conference! There are numerous advantages of cloud telephony over traditional voice call system. Earlier, technical knowledge of businessmen was confined to IVR, PBX and use of MDF or main distribution frame. By making use of cloud telephone system, you can play a greeting message, dial an extension number or record your conversation! All these enhanced voice calling features are integrated with technically advanced computer applications to create a superior system!

Prominent Benefits Of Cloud Telephony

1)You can route inbound voice calls. It means your customers just have to dial a single phone number if they wish to make queries and a prerecorded message is displayed to them (thanks to virtual call applications) or their call is transferred to your agents sitting on remote locations, within a couple of seconds.

2)Youâ€™ve a customization option for calling your customers and routing their calls by analyzing call data.

3)You can interlink your telephone system with online customer database that is you simply have to maintain an online phone directory with numbers and customer names fed in them and your system shall automatically call your customers. Moreover, you can reschedule the calls that havenâ€™t been answered.

4)Advanced call software provide you the facility of running polls, contests or survey results for your customers. The database software will record telephonic conversation. The answers given by your customers will be matched against the results of stored in your database and a lucky winner shall be selected by the software.

With so many advanced features associated with cloud telephony no wonder why several people opt for it.

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Freda Miller - About Author:
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