

# BUSINESS COMMUNICATIONS CHECKLIST:

## FIND OUT IN 20 QUESTIONS IF YOUR PHONE SYSTEM IS COSTING YOU CUSTOMERS

Modern businesses can't afford to have communications issues. Every new caller who gets left on hold or sent to voicemail is lost business. Every existing customer that gets transferred more than twice won't provide a reference.

Slow or unprofessional communication is the digital equivalent of graffiti on your building. It creates a bad first impression that's hard to shake and makes it much more difficult to secure the trust of potential customers.

But don't worry, FluentStream is here to help with this handy-dandy checklist. Make sure you can communicate with your customers effectively and professionally, and they'll reward you with more business.

Do you know if your business is equipped to handle everything callers can throw at you? Fill out this simple checklist to find out.

### **Can you connect callers with the right person every time they call?**

	Do you have an automated main menu that can connect every call to the right person simply and quickly?
	When a customer calls to speak with a specific employee, can you instantly check if they're available without putting the customer on hold?
	Can your customers reach the right employee by simply entering their name in the phone prompt?
	If a manager is working remotely and receives a call from a customer, is it easy to forward the call to their home phone or personal cell phone?

### **Can you give every new caller the attention they deserve?**

	Can you answer calls quickly enough to keep callers from being frustrated, even during your busiest times?
	Can you use your office or home computer to instantly answer or transfer calls?
	Can you ensure your business always puts its best foot forward by matching the area of any number you call?

### **Can you stay connected when you're away from the office?**

	Can your employees read or listen to transcribed voicemails right from their emails?
	Can your team tell the difference between personal texts and work texts when using their cell phones?
	Can your whole team use their computer to make and receive calls when working remotely?



### Can you ensure perfect service on every call?

- Can your business record every phone call on demand?
- Can you easily find and play back call recordings whenever you need them?
- Can your employees conveniently upload and download call recordings?



### Can you send and receive paperless faxes?

- Can your employees send faxes directly from their emails?
- Can your managers and executives read incoming faxes while outside of the office on their iPads or cell phones?
- Does your business have a digital fax inbox to ensure that no documents ever get lost and that all documents are searchable?
- Can you guarantee that every fax you try to send is sent and delivered on-time?
- Do you have a digital record of each fax being received?



### Do you know how many calls you're missing out on?

- Can you track all of your missed calls to make sure that the right person responds as quickly as possible?
- Do you know your average hold time?
- Do you know if you are properly staffed throughout the day?
- Do you know how much your call volume increases once you launch a new ad campaign?

**If you weren't able to check half the boxes, let us know. We can build a system specifically designed for your business.**

## ADDITIONAL QUESTIONS?

FluentStream provides communications software to better connect businesses with their customers. Our specialty is providing phone-based communication services to growing companies to help them meet the new challenges that they face.

If you have any questions about how your phone system functions or would like to know more about any of the features discussed in this checklist, contact us at **303-GO-CLOUD** or visit us at **[www.fluentstream.com](http://www.fluentstream.com)**.