voxer
BUSINESS

6 Reasons Why Your Business Needs Push-to-Talk

There are many decisions businesses have to make which have a direct impact on their bottom line. One of the most important decisions is which communications systems to adopt. Each minute of wasted time has a cost. Increased costs lessen profitability, and ultimately, the lifespan of a company.

Better communication reduces wasted time and increases profits.

A business with 100 employees could be leaking a staggering **$524,569** annually as a result of communication inefficiencies.

6 Advantages of Voxer Business

1. Cut Down on Phone Calls
2. Easy Group Coordination
3. Manage Employees Across Geographies
4. Create Virtual Business Practices
5. Determine Your Employees' Locations
6. Reduce Email Volume

Many businesses fail to quantify how much wasted time affects their bottom line on a yearly basis. A study by Siemens[1] estimates that more than **40% of the work week is spent managing communication inefficiencies**. At a minimum, a business with 100 employees could be leaking $524,569 annually as a result of these inefficiencies.

We know what wastes time at companies, and what helps them become more productive. Quick communication directly combats hidden inefficiencies and resultant costs, and ultimately makes businesses more profitable.

Push-to-talk (PTT) remains one of the most effective ways to communicate, and for nearly five years, we've worked to develop the smartest PTT service: **Voxer Business**.

Voxer Business | Why Your Business Needs PTT

What is Voxer Business?

Voxer Business is an instant voice communications system for Android, iPhone, Windows Phone 8 and desktop, and can be used anywhere an employee is connected with WiFi or wireless data service on their smartphone, tablet or computer.

Here are six simple ways Voxer Business can dramatically reduce the amount of inefficient communication in businesses:

#1: Cut Down on Phone Calls

Even short phone calls are a huge time waster, yet they seem necessary in order to convey certain important messages. Often companies with mobile workers have to constantly hop on calls to distribute tasks or get updates on activity.

Tom Brennan, the owner of a New York City cab company called Future Cab, estimated that he was spending 6,000 minutes each month on the phone.

If a phone call is made each time something needs to get done, large amounts of time are spent dialing numbers, waiting for someone to pick up, exchanging pleasantries, leaving a voicemail, and so on. This can be hugely expensive.

> *"All of our communication is actually based on Voxer Business. We stopped using cell phone calls because it is so efficient and so fast."*

Anton Krall
President & CEO
Intruder Consulting

Incessant phone calls are unnecessary when using Voxer Business. Instead of spending minutes on pleasantries, you can cut to the chase about the task at hand.

> *"We do approximately 70,000 deliveries a year, and we use Voxer for every single one. We save $1300/month by not using Telus Mike radios."*

David Featherston
Owner
Speedee Delivery Incorporated

Voxer Business is a faster way to communicate because it's a **live messaging service** - your voice can be heard in real-time, but everything is also simultaneously recorded and saved as a message.

This means that your co-workers can hear you as you speak, or listen later if they are unavailable. You'll never need to repeat yourself or call back.

In addition, Voxer Business has text and photo capability, which gives you the flexibility you need to convey information.

#2: Easy Group Coordination

We all know the frustration of organizing groups of people, particularly in moving them from one place to another. With Voxer Business, you can quickly set up a group chat, and send reminders or late-breaking updates directly to your team with voice.

No more typing out a novel of lengthy text. Just speak and instantly give people the information they need.

Whether you're trying to get a group together and the meeting location has changed, or the event is going to start late - Voxer Business makes it simple to organize groups, and you can talk to up to 500 contacts at once.

Houghton Chemical in Massachusetts says using Voxer Business makes it much easier to get their employees, who are spread across a large plant, to meet important deliveries when they arrive.

> "We are a totally locked down facility, and any delivery truck that comes to our gate has to be let in. Being able to vox the team downstairs, and knowing the closest individual is responding, is critical."

> Deborah Gavin
> Vice President
> Houghton Chemical

You also minimize unwanted information exchange that most employees have to deal with on a daily basis with Voxer Business.

Our service comes with an administrative tool called the Voxer Business Manager, which allows administrators to manage all employee communication.

We allow you to organize your employees into functional teams, making it possible to segment conversations to the relevant employees.

#3: Manage Employees Across Geographies

More and more workforces are mobile or distributed, and it can be challenging to efficiently handle communication between people who are in different time zones or spread out geographically.

Time changes make it difficult to connect with someone, and mobile phone roaming charges are extortionate. In addition, calls or services like Skype require a strong network signal, and are predicated on availability - both parties have to be available at the same time to talk.

Voxer Business gives you the ability to time-shift. You can broadcast a message at any time and know that your co-workers will get the information.

Incessant phone calls are unnecessary. With Voxer Business, you can cut to the chase about the task at hand.

If your co-worker is busy, they'll get a notification and the message will be waiting for them when they are available. Use Voxer Business on WiFi only and you'll completely cut out long distance, roaming and data charges, as well.

#4: Create Virtual Business Practices

Daily activities at many companies have become dependent on a physical office space because productivity previously relied on face-to-face communication. Now, companies are embracing modern tools and rethinking best practices.

Thanks to the technology provided by smartphones and Voxer Business (such as the combination of voice, text, photos and GPS in one convenient place), you can now have people check-in with a quick timestamped and geotagged message.

For example, Centro Elevator in Puerto Rico has significantly lowered their labor costs by replacing a physical clock-in and clock-out at their offices with sending a message via Voxer Business.

Now, they send technicians straight to the field at the start of the day and have them vox when they arrive. They also do this at the end of the work day before heading home. Supervisors can see that each employee is where they should be, when they should be there.

"Voxer Business saves us an hour of labor for every mobile worker everyday. And that saves us money throughout the month."
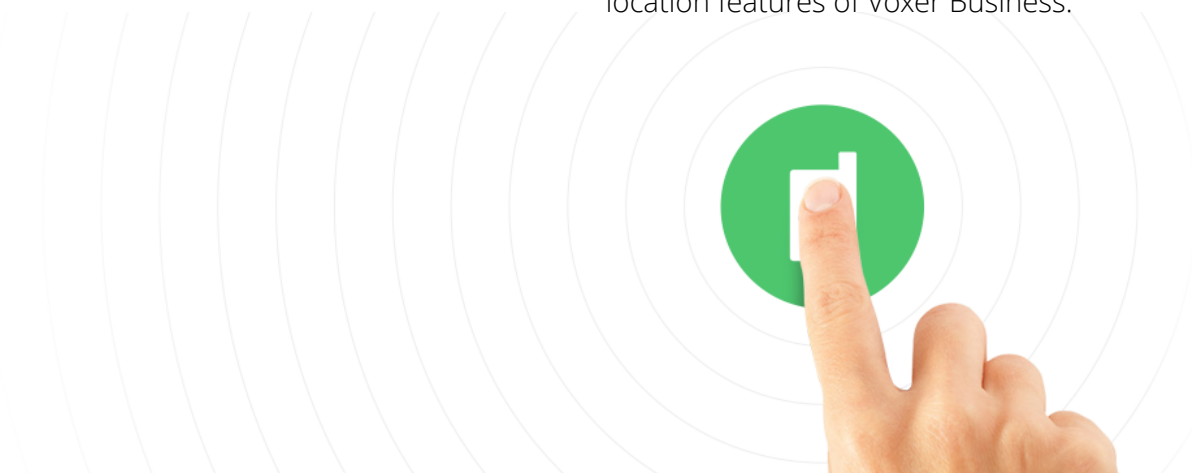
Yhamil Aponte
IT & Service Manager
Centro Elevator

#5: Determine Your Employees' Locations

If members of your team are constantly on the move or providing services to customers outside of your office, there are times when it's important to know their location.

Making sure that employees are at the right place and on-time is critical for service-oriented businesses. Voxer Business can help with this. Our service is extraordinarily useful with helping employees determine their own location, as well.

A Mexico City-based IT company, Intruder Consulting, finds that when they send employees out on installation calls, they are able to get their staff to the right place more quickly when they are lost using the location features of Voxer Business.

An employee sends a vox, and the dispatcher can easily assess their location and direct them to where they should be.

#6: Reduce Email Volume

A recent survey[2] by the technology market research firm, Radicati Group, reported the typical corporate email user sends and receives about 105 email messages per day. That's a lot of information for anyone to process daily, and many emails can be redundant.

In addition, voice provides clarity into tone, intent and interpretation of information that email cannot provide.

With Voxer Business, you'll slim down your inbox and also cut down on miscommunication.

Much of the short back and forth that happens with email can be supplanted with a short audio message via Voxer Business, and you can send them from your desktop. Voxer for Web, our browser-based application, brings live and recorded push-to-talk voice messaging to your computer. It's the perfect tool for desk-based workers and individuals who have to monitor multiple conversations.

Want more reasons?

These are just a handful of ways that Voxer Business can help improve business communication and save money for cash-strapped businesses.

To understand more of the ways this unique push-to-talk service can help your company, visit **voxer.com** or e-mail **sales@voxer.com**.

Sources Mentioned:
1. Siemens SMB Communications Study: Uncovering the hidden cost of communications barriers and latency.
2. The Radicati Group, Inc: Email Statistics Report 2011-2015.