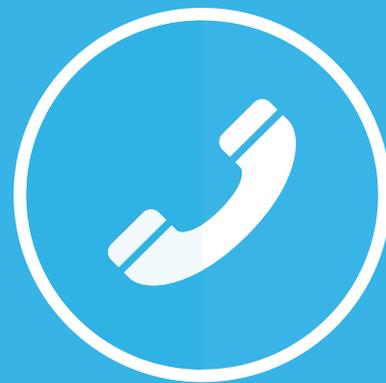# Business Continuity

The clever app that ensures inbound calls can be managed, no matter the circumstances.

What is Business Continuity?

Recent statistics suggest that over half of UK SMEs don't have a disaster recovery plan in place to protect their business against data loss, network outage and other IT disasters and of the SMEs that do have systems in place, 83% admit their preparations are 'less than excellent'.
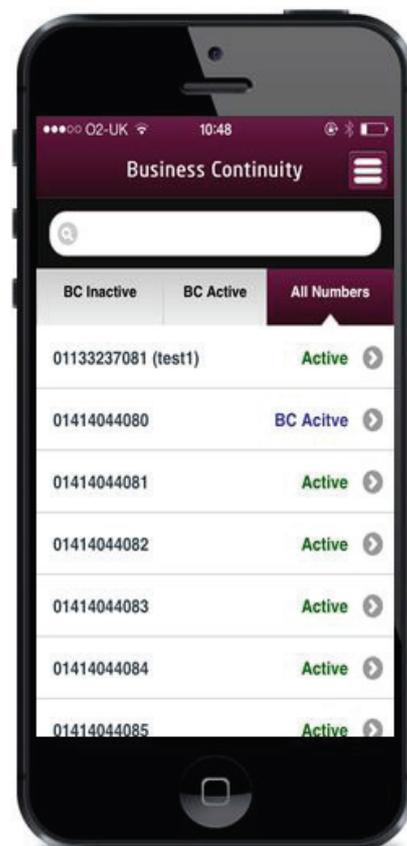
In response to this, we have developed a clever new service called Business Continuity. The service can be accessed via a secure website or through an easy to use app available for use on Android, iOS (Apple), Windows Mobile or BlackBerry devices.

Who should buy Business Continuity?

Any SME business looking to complete its business continuity puzzle will benefit from the Business Continuity app. By selling Business Continuity, you're delivering a real solution to a real-life problem experienced by most businesses and you're moving the customer's focus away from the cost of calls to the value of the service to the customer in business assurance.

It's simple to sell the benefits of having peace of mind for all inbound calls at a fixed monthly fee and by porting an existing number to the service you gain control, add immediate value and create a start point from which you can sell other services associated with the number.

It gives you the potential to open up new markets, as well as upsell a higher-value service to your existing calls and lines and/or PBX maintenance accounts and it's easy to up-sell to additional services such as hosted voice – take the outbound traffic as well!
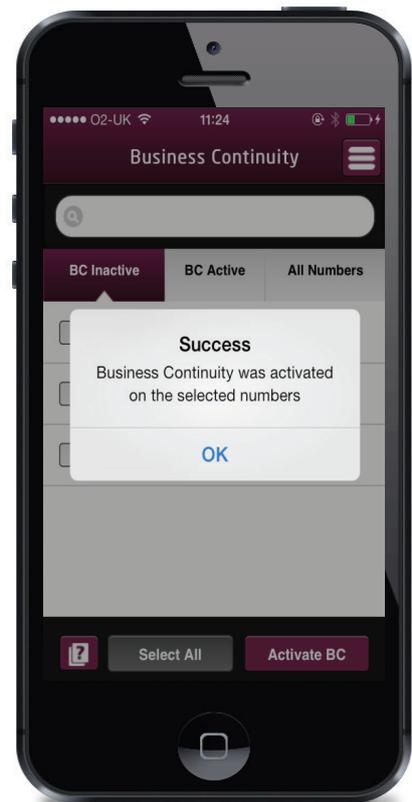
Features

- Performance statistics
- Call divert
- Time of day routing
- Day of week routing
- Call distribution
- Announcements
- Advanced call statistics

The benefits of Business Continuity

- Take control of main customer-facing numbers such as sales and support lines
- Control key individuals' contact numbers
- Ensure that calls are always answered, no matter the circumstances impacting the business
- It's flexible and lets the end-customer make the call routing changes for the specific issue that they are experiencing
- It provides great Management Information through online reports that can track calls to end-customer businesses during "normal" and exceptional circumstances

Download the app today!

Business Continuity is available for use on iOS (Apple), Android, BlackBerry and Windows Mobile.

Simplicity
Focus on what you're good at

Interested?

To find out more, please speak to your Business Development Manager or call

0845 873 1393