

Five good reasons to replace your business desk phone

The first steps in starting a business used to include obtaining a business number and a fixed desk phone with voicemail and other features. Then you were ready to go and begin serving clients and prospects.

But times have changed. These days, you and your employees are probably always on the move and rely on a mobile phone to stay connected to customers. So perhaps it's time to think about hanging up your desk phone – permanently. Here are five reasons why it makes sense.



1 You're never at a desk

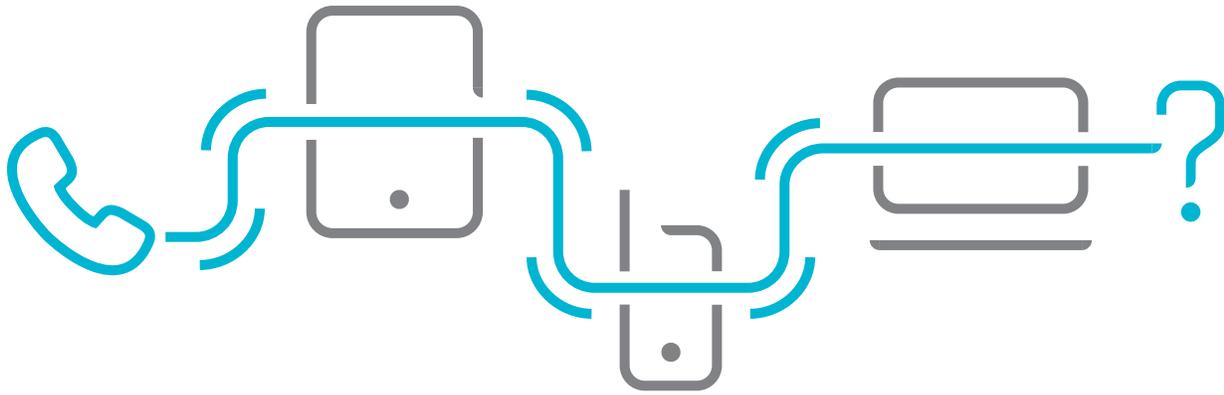
Many small businesses are no longer tethered to an office. In fact, research shows that 70% of small business workers are mobile at some point,¹ whether working offsite, from home or in the field.



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¹IDC Canadian Mobile Worker 2012-2016 Forecast



2 It's costing you more money than you may need to spend

With a desk phone and a mobile phone, you're paying for two lines you might not need. If you are simply using the desk phone to route calls to mobile devices, you're paying for an expensive call-forwarding feature.

3 It's an unnecessary complication

Approximately 40% of small business owners say they find it challenging to manage their phone systems because they are so complex.² Having a desk phone plus mobile phones means needing to find a way to forward calls from the desk phone to your mobile devices. Your employees may need to manage two telephone numbers. Worse still is the fact that customers may be leaving voicemail on both lines. In addition, you may have multiple providers and bills to deal with.

40%

of small business owners find it challenging to manage their phone systems.²

² Rogers-commissioned survey conducted by Maru VC/RC of 458 small-business decision-makers across Canada between February 5 and April 11, 2016.

4 There are better things to do with your time

Checking voice mail. Following up on missed calls. Directing calls to the right person. Showing your employees how to download and use the right app for their mobile phone. Isn't your time better spent with customers?

5 Now you can

Until now, doing away with your desk phone meant sacrificing some important features you rely on and using a hodge-podge solution to get the same functionality on your smartphone. With **Rogers Unison™**, you can keep all those features and remain fully mobile.

What's next?

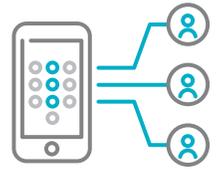
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