The Business Owner's Phone System Features Cheat Sheet

When you're looking to move off your legacy on-premises phone system to a new cloud business phone solution, the acronyms and feature names can seem foreign, especially when you live and breathe your business, not technology. We've defined some of the most common terms you'll encounter.

PRESENCE INDICATOR

A visual indication of whether your contacts are available (usually a green dot), in a meeting or busy (usually a red dot), presenting or sharing their screen in a meeting or just don't want to be disturbed (usually a red dot with a line through it), or away (usually a yellow or gray dot). Unified communications systems display this information next to your contacts' names.

> It's a nice, sunny day—which probably explains why all my employees' **presence indicators** say they're away. Probably.

AUTO ATTENDANT

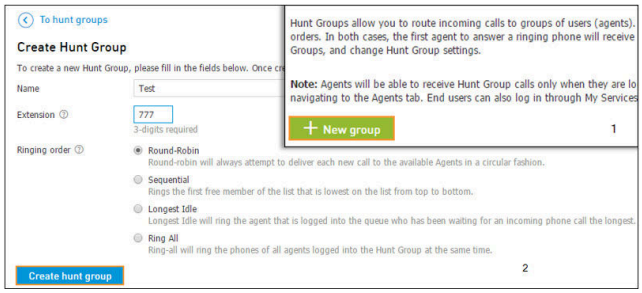
A voice menu system that allows callers to navigate through choices without human intervention to reach the extension, person or information they require. Also referred to as "digital receptionist," "virtual receptionist," or "automated attendant."

> Our new **auto attendant** connects customers to exactly where they need to go. Oh, and she sounds much more pleasant than me.

HUNT GROUPS

An automated telephone service that lets callers dial one number that multiple users (or the hunt group) can answer in a sequence of your choosing. For instance, round robin or circular hunting rings veach phone in a hunt group in an assigned order, e.g., one call goes to phone 1, the next one goes to phone 2, then phone 3, and so on. "Most-idle hunting" finds the line that's been idle the longest. Many companies set up hunt groups by business department—one for marketing, one for HR, etc. Hunt groups ensure no inbound call goes unanswered and are indispensable to call centers and sales teams.

> I don't know how many times customers have told me how great it is to connect with a human voice instead of voicemail, all because of our **hunt groups**.



CALL QUEUES

Similar to hunt groups, but if all users in the hunt group are on the phone, a call queue places the caller on hold (with music or a message) while it waits for a member of the group to free up. Usually, callers have the option to leave the queue to leave a message or get routed somewhere else.

> I had no idea I could use our **call queue** hold to let customers know about our latest and greatest promotions. It's so easy!

VOICEMAIL TRANSCRIPTION

Lets you read your voicemail as text rather than listening to it.

> We need to enable **voicemail transcription**. It's taking way too long for employees to get to the customer's callback number.

CALL FLIP

A feature that allows you to continue the current active call using a different device. You would "flip" the call from your desk phone to your mobile phone, for instance.

> Hold on a sec, I need to get in my car and I am going to **call flip** you to my mobile so I don't lose you.

CALL PARK

This is a feature that lets you put a call on hold at one location and pick it up from another location. The call is "parked" onto a certain extension and can be picked up from any phone by dialing the parked extension. If no one picks up the call within a defined time period, the phone system may ring back the parked call to the person who parked it. Call park is useful in companies with many offices or where employees are distributed on many floors.

> I'm getting lots of exercise by **call parking** my business calls from floor to floor.

ELEVATE: THE EASY, RELIABLE, AND AFFORDABLE BUSINESS PHONE SOLUTION

Elevate is a leading cloud-based business phone system from the cloud communications provider with 20+ years' experience delivering quality cloud services to over a million users. Elevate delivers integrated conferencing, screen sharing, team chat, file sharing and backup, and more, with the desktop and mobile apps that keep you connected no matter where you are or what mobile device you're using.

Whether you're in the office or remote, Elevate seamlessly integrates all your communication tools—desktop phones, mobile phones, and computers—into one manageable solution oriented around your employees' needs and workstyles.

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