



Advantages for Business Continuity

What does it cost you when you lose a customer?

Business continuity minimizes customer loss, boosts sales and improves customer service

Companies understand the impact that network, email and website outages have on business. That's why they have redundant network infrastructure and disaster recovery plans in place. However, far too often companies do not include voice services in their business continuity plans. Telecom equipment is reliable, but it can go down. That is not the only time your staff might not be able to answer the call. Fires, accidents or acts of nature might prevent staff from getting to the office or call centre.

What happens if you can't answer the call when a customer wants to place an order or requires service? What does it cost you if you lose the customer? When it comes to the advantages of business continuity, the Aizan Voice Assurance Suite presents a one-two punch: it lowers telecom costs and boosts business continuity. Improved business continuity, of course, improves employee productivity, sales and customer service.

Aizan's hosted solutions are independent of your telecom infrastructure. If your telecom provider or onsite telecom network goes down, Aizan's services keep on humming. You can quickly redirect incoming calls to mobile phones or to home or remote offices. If staff can't make it into the office, they can continue to make or take calls at home or on mobile phones. In short, inbound calls can be redirected in real time from your switchboard to wherever you want them to go and you can continue to make outbound calls, deliver urgent messages and even receive faxes. If the issue is not an emergency, but simply an unexpected or seasonal spike in call volumes, Aizan solutions will step in to take up the load. Your customers are unaffected; your business continuity is assured.

Since there is no need to purchase, maintain or install any equipment, Aizan's fully hosted, hardware-free application can be rolled out quickly. All that, of course, would be moot if your hosted applications went down. Aizan's on demand delivery platform is located in one of North America's premier telecommunications hubs. Aizan uses redundant telecom providers and has in place a triple backup system to carry calls and protect vital messages. In other words, most companies have one telecom point of failure; Aizan has multiple points of redundancy. That's how Aizan manages over 150,000,000 calls and messages per year, for over 350 clients, across North America.

Hosted services cost you far less than you might imagine. With Aizan's Voice Assurance Suite of services, you pay only for use, not for fixed assets. You cut capital costs and other expenses while boosting productivity and continuity, and you retain full control over your communication messages and processes. In addition, you don't need in-house technical specialists to look after software upgrades and equipment maintenance. Aizan continuously upgrades systems as technology advances, so you benefit from the latest innovations in communications technology—without any capital investment.

You ensure business continuity, improve customer relationships and retention, boost sales and cut telecom costs. All with Aizan. Now that makes business sense.

- [Read more about the Aizan Voice Assurance Suite.](#)
- [Read more about how Aizan assists specific vertical markets.](#)