LOOKING FOR VOIP?

3 BEST OPTIONS FOR MANAGED SERVICE PROVIDERS

loop
communications

Visit us at www.loopcommunications.com

Free Evaluation **800-586-0321**

AS A HOSTED VOIP PROVIDER, WE WANTED TO SHARE SOME INSIGHTS IF YOU ARE CONSIDERING OFFERING OR RESELLING VOIP AS A SOLUTION TO YOUR CUSTOMERS. THERE ARE THREE PATHS YOU CAN CHOOSE, EACH WITH ADVANTAGES AND DISADVANTAGES, DEPENDING ON YOUR EXPERTISE AND BUSINESS STRATEGY.

#1 PARTNER WITH A SOLID VOIP PROVIDER

Seek one that specializes in VoIP solutions for your customers such as Loop Communications or some of the others in the industry (Ring Central, 8x8, Vonage, etc). One main advantage is that you have experts like us to manage VoIP for you. Loop is involved from the start of simple set-up to complex features and technical maintenance; we fully manage everything and work with you to make sure that your customers are presented with the perfect solution for their business and are elated with the customer service they receive. Your customers do not have to learn how to configure or manage a phone system, we handle everything for them from simple name changes to complex call routing. Your customers will contact us directly for phone-related support, you never have to act as the middleman or try to troubleshoot an issue on our end. You also won't need to become a phone company with the FCC or handle the taxes & fees that come with it. As an MSP, your staff can remain focused on your core competency and with us, get a recurring commission for every customer you bring on for the length of the customer relationship. The disadvantages are, you need to make sure you are using a reputable company with top-notch support and quality products as you will be recommending them to your customers, which is a direct reflection on you. Be aware of VoIP providers that require long-term contracts. Compare reviews and do your research.
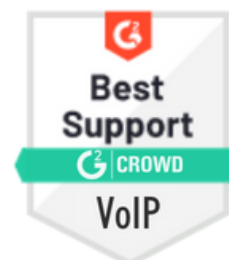
#2 BUILD YOUR OWN SOLUTION

3CX has been a popular option for MSP's and there are others such as Asterisk, FreeSWITCH, Bicom, etc. The advantages are that you can control the solution. The disadvantages are that you are on the hook for all support, configurations, and changes. There is typically a steep learning curve for your staff. Also, as a VoIP provider, you are responsible for registering with the FCC & collections, various telecom taxes & fees which vary by state, county, city, etc. in addition to complying with E911 regulations. A major hassle! Instead of spending time and energy learning a completely new skill, managing this service and equipping your staff to do the same, you can let a professional VoIP provider think about phones so you don't have to.

Leverage your technical talent. Don't get lost in the extra hassle.

FCC & Collections

Taxes & Fees

E911 Law
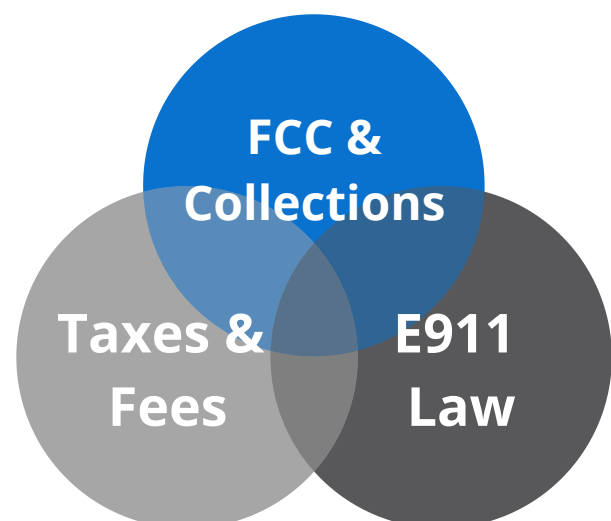
#3 WHITE-LABEL A SOLUTION

This is a combination of the first two options, where a vendor's solution is used but branded as your own. On the surface, this looks appealing and maybe easier, but we encourage you to be very careful with this. Now your brand and reputation are directly tied to a vendor's performance which is out of your control. You have no control or visibility into problems, operations or processes. This puts you in a compromising position with the customer. If something goes wrong, you are getting the multiple phone calls of the frantic employee wondering what happened to their phone connection. If the phones go down, you are the one stuck in the middle and now left with a bad impression on your service and business. In this scenario, you are still the one responsible for complicated FCC, taxes, and fees mentioned above. The costs of training and retaining support staff to offer your customers the best will far exceed any profits. This option often leads to distractions from higher-margin areas of your business where your true expertise lies.

Leave the hassle to a trusted VoIP provider

DEEP DIVE

To dive deeper into your research for a great VoIP provider, we suggest reading unbiased business software reviews to see how Loop Communications compares to other <u>VoIP vendors</u>!

G² CROWD

★★★★★

Ranked #1 in overall customer service according to feedback from G2 Crowd

TrustSpot

★★★★★

Average rating of 5 stars per verified TrustSpot reviews

Stay #InTheLoop