

Is Your Phone System Costing You Customers?

A Quick Business Phone System Health Check

Many businesses assume their phone system is “working fine”...

Until they discover calls are being missed, customers can't get through, or staff are struggling to handle calls efficiently.

For many businesses, **50–80%** of enquiries come by phone.

If the call experience is poor, customers simply hang up and call the next business.

Use this checklist to quickly assess your current phone system. If you ticked NO on several items, your phone system may be costing your business customers.

Why Complete This Checklist?

Whether you're using an **older** phone system and considering an **upgrade**, or you already have a **modern cloud** PBX, it's important to understand how your business actually handles calls.

Before upgrading – or even to get the most out of the features you already have – you need to clearly identify how your business communication should work **day-to-day**.

At WTCO, we've worked with hundreds of businesses and have seen plenty of situations where systems were sold without properly understanding how the business needed calls to flow.

Too often the focus is simply on **selling** the system, not designing the right **communication setup**.

A quick sale might be good for the salesperson...

...but it doesn't always result in the best outcome for the business.

Analyse Your Current Setup

Take a few minutes to review how your current system works.

Consider things such as:

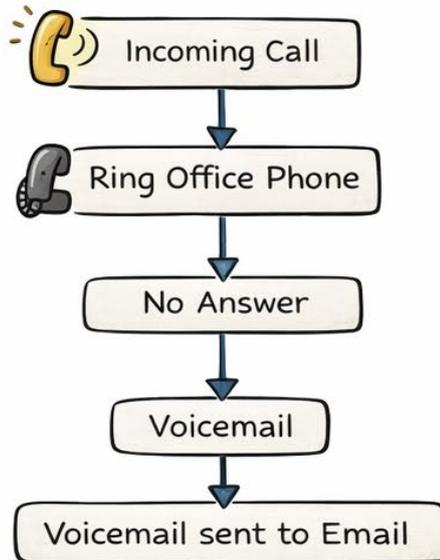
- ✓ How many staff need to answer calls
- ✓ How many phones, extensions and lines are currently in use
- ✓ Whether calls are routed to the right person the first time
- ✓ What happens to calls after-hours or when staff are busy
- ✓ How missed calls are tracked and followed up



Free 30-Minute Phone System Audit

- ✓ WTCO can review your phone system and recommend improvements...

Basic Call Flow (Small Business)

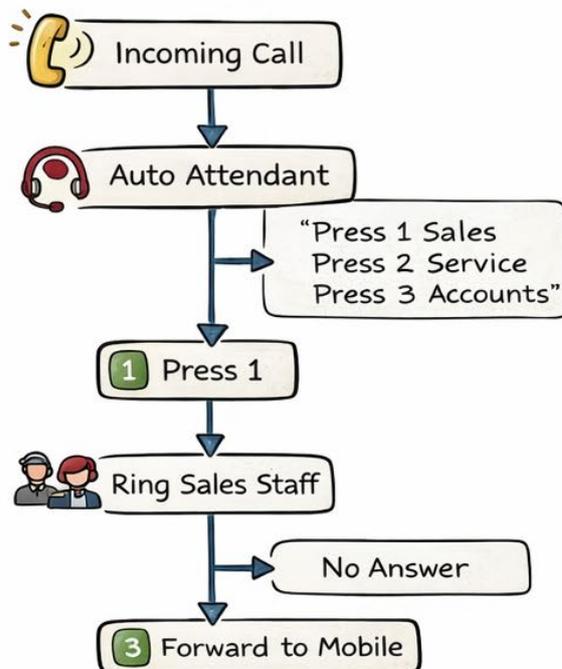


- ✓ Calls never ring endlessly
- ✓ Customers can leave a message
- ✓ Staff receive voicemail by email

✓ This setup ensures:

- ✓ Calls never ring endlessly
- ✓ Customers can leave a message
- ✓ Staff receive voicemail by email

Medium Business Call Flow (Auto Attendant)



- ✓ Reduces missed calls
- ✓ Gets customers to the right person faster
- ✓ Allows staff to work remotely

✓ Why good call flow:

- ✓ Reduces missed calls
- ✓ Gets customers to the right person faster
- ✓ Allows staff to work remotely

Phone System Health Check

Incoming Call Handling

- Calls are always answered within 4-5 rings
- Calls never ring out unattended
- Staff know who should answer which calls
- Customers are not transferred multiple times
- Calls never go to a random extension

Missed Call Protection

- Missed calls are recorded and reviewed
- Staff receive notifications of missed calls
- Someone follows up missed calls daily
- Important calls never disappear unnoticed

After-Hours Handling

- After-hours calls play a professional message
- Customers can leave a voicemail
- Voicemail is emailed to the business
- Urgent calls can be redirected to a mobile

Staff Flexibility

- Staff can answer calls from desk phone or mobile
- Calls can easily be forwarded when out of office
- Remote or mobile staff stay connected

If you ticked **NO** to several items...

Your phone system may be costing your business customers.

- Route calls automatically
- Send voicemail to email
- Provide call reporting

WTCO Tip

Many issues can be fixed with better call flow design rather than replacing equipment.