



5 Underrated VoIP Features That Will Improve Your Productivity

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Voice over Internet Protocol (VoIP) is becoming the new business norm. Companies are steadily transitioning away from their old analog phone services in favor of the newer, more adaptable and feature-rich communications technology that VoIP has to offer.

VoIP's surge in popularity can be attributed to its numerous value-added features. VoIP makes it easy for companies to choose and implement the features that would benefit their business. New features are being created on a regular basis to enhance VoIP's capabilities and enhance the user experience.

The problem now is that with so many new and easily-accessible features, it can be easy for businesses to overlook some of the features that can potentially increase their operational efficiency. A few examples are listed below, but it is important to remember that there are numerous other useful features to consider adopting.

Call Me Now

From a sales standpoint, [Call Me Now](#) might be one of the most useful [features available with VoIP](#). This feature allows people to call your company by clicking on a web-based icon. Call Me Now offers sales-oriented professionals the opportunity to immediately respond to any objections from the customer.

Call Me Now is also a useful feature to improve customer service. You can use Call Me Now to quickly get customers connected with a service professional so that their issues can be resolved in a more timely manner.

Custom Ring Back

Looking for ways to generate interest without increasing talk time? When a customer calls your company, you can have custom music or verbal recordings play in place of the typical ringing sound.

This feature is a great way to provide information, generate questions from customers, and provide future talking points during the phone call.

Push to Talk

Think of this feature as a more advanced walkie-talkie. Push to Talk allows you to call a phone within your network and activate the other

line's speaker. The other line then becomes an intercom; however, the receiver of the call can also talk back by pressing a button.

Call Pick-Up

Call Pick-Up allows you to enter a star code to answer any phone that is ringing in your network. This prevents your company from missing phone calls that ring to someone who is not currently available at their desk.

Call Parking

Call Parking allows you to “park” a call and put it in an extension. Once the call is parked, the line that the call originally rang to is freed for future calls.

There are many practical applications for parking a call. For example, let's say you need to run downstairs to look for an item. You can park the call, go downstairs, and then pick up the call from a phone downstairs. You can also park a call if the caller is trying to reach a certain employee who is on a different call. Once that employee is done with their call, they can dial an extension to pick up the call that you parked.

VoIP's growing feature set provides numerous opportunities to increase the efficiency of your communications system. Visit [Nex-tiva's website](#) to learn more about the many features of VoIP.

