

Does your conference call provider enhance your professional image?

Conference calls are an everyday occurrence for so many businesses in the UK, and their success reflects on your company. In general, these calls are high value conversations made by expensive people, so getting it right is important for your brand. We have identified the five most common issues and have provided you with some thoughts and ideas on how to make sure your professional image remains intact.

1. Branded Welcome Messaging

When inviting prospective clients to a call, creating a good first impression is vital. If conferencing is an important tool in the development of new client relationships, you should think about using your own branded message to welcome participants to the call. 'Thank you for calling the (insert company name) Conference Call service' shows you are serious about your brand and the way you project yourself.

2. Call Quality

Poor call quality can negatively impact your business on many levels. Frustration, time wasting and miscommunication of points can leave a client or partner less than impressed. With the advent of new IP based systems, one of the most common problems is packet loss, where a voice can sound digitised or robotic, generally making it difficult to understand. This tends to happen when network carriers use the cheapest routing options for a high volume of calls. It helps if your conference call provider uses their own proprietary technology to route calls. They should also give you reassurance that they are regularly checking all lines for call quality.

At Speakserve, we conduct daily tests for every international local dial-in number and obtain a PESQ score (Perceptual Evaluation of Speech Quality). If we see any variation in our expected level of quality, we alert the associated telco to take immediate remedial action thus ensuring an exceptionally high level of call quality always.

3. International Dial-ins

If you regularly conference with participants that are travelling to different global locations or have an international client base it is important to be able to provide a local dial-in number from the country that they are located. Otherwise the participant will have to make an international call to dial-in to the conference call and will incur large costs on their bill. At Speakserve we have 120+ international local dial-in numbers available, the largest number of countries available compared to any other UK conferencing provider. We also offer advice on the best number to use for any call.





4. Bill Shock and Shared Conferencing Costs

When dialling an O84* number to access your conference call, you may well be under the assumption that it is 'free'. Whilst you are not paying for the bridging of your call, each participant is being charged a very high per minute rate (a minimum of 17p per minute) individually for accessing the conference call. This can be highly embarrassing when clients unexpectedly get charged for accessing a conference call that your business has set up. To avoid this, be sure of how your conference provider charges you for your calls, ideally you should be responsible for paying for every aspect of your conference call so as not to leave a bad impression with your clients.

Conclusion

Don't let your professional image be tainted by sub-standard conference calls, a bad client experience can be damaging to your business. When evaluating conferencing services, be sure to check out call quality, the ways in which participants are charged and features that will enhance the user experience.

5. Call Recordings

It is strange that very few businesses record their conference calls as standard practice, but maybe that is because there is normally an additional charge associated with this service. Call recording can be invaluable for many reasons, helping to give you the professional edge. Ensure individuals can listen back to a meeting they were unable to attend; monitor who is saying what and use your recordings as a training tool; providing guidance on better performance on a call. At Speakserve, we believe recording your conference calls offers a professional advantage for both internal productivity and as a useful tool to aid client relationships. For this reason, call recording is a standard feature of Speakserve's professional audio conferencing service and incurs no additional charge.

