



All Conference Calls Are Not Created Equal

8 Considerations for Selecting an Audio Conferencing Solution

In our constant quest for better collaboration and improved productivity, we sometimes chase after the shiniest new object rather than refine tried-and-true processes. Shiny new objects are fun, after all! But while we wait to hold all of our meetings “on the beach” via virtual reality helmets, the audio conference remains a cornerstone in many businesses’ day-to-day.

Fortunately, the conference call of today isn’t like the conference call of yesteryear—or at least it doesn’t have to be. Here are the key factors that can take your audio conferencing to the next level.



No. 1: Ease of Use

When you join a meeting you should not have to dig through your inbox, find the invitation and enter a long string of dial-ins and passcode numbers. Entering a conference call today should be a lot less cumbersome; it can be as easy as just clicking a single link, regardless of your device. Easy, instant access to a call means that your meeting will start at 11:00 instead of 11:10.



No. 2 Cost-Effectiveness

Audio conferencing is no longer the only way to connect geographically disparate teams and team members, but it remains the most accessible and cost-effective option. Flexible pricing models mean that high quality audio conferencing is available for companies of all sizes.



No. 3: Impeccable Audio

Nothing disrupts your meeting productivity quite like callers that sound like they've disappeared into a grain silo or alien spaceship. Echoes, delays, static and other line noise pose major problems; inferior audio will disrupt collaboration and severely impair your ability to connect with customers, prospects and partners.



No. 4: All-Access Pass

Calls used to be landline-to-landline; now they're a BYOD potluck of smartphones, tablets, VoIP and PSTN audio, laptops and desktops—you name it. Does your solution have the behind-the-scenes complexity to ensure that calls aren't just accessible to all, but are reliable regardless of device?



No. 5: Look Who's Talking

An old (and not unfair) knock on conference calls was that it was disheartening to spend so much time listening to faceless voices. Today's audio conferencing is a little more personal; connect friendly faces and profiles with unfamiliar names, and see highlights that indicate current speakers—so you always know whether it's the CEO or a power-hungry intern who just demanded you email your latest projections after the meeting wraps.



No. 6: Extend the Value of Your Existing UC Platform

A high-quality audio solution pairs nicely with an existing unified communication platform—which, while they may provide VoIP audio, typically aren't built to scale or to guarantee reliability for your most critical calls.



No. 7: Go Global – Confidently

Our workforces are increasingly scattered, adding another layer of infrastructure complexity for conferencing solutions—which will hopefully stay out of sight, out of mind for you and your callers. A tested, trusted provider will keep your calls from dropping regardless of how far your network extends.



No. 8: Prepare for the Future

Technology moves fast; will your solution keep pace? PGI is already readying a richer HD audio experience to be available to users when their endpoint is ready to support the technology. Other changes in audio conferencing aren't always flashy on the surface, but they can make a major impact on meeting efficiency and even team morale; sub-par audio quality or call connectivity can really put a damper on engagement.

Learn more about our audio conferencing solutions online at www.pgi.com/conference-call-solutions

Call a sales representative today! 866-755-4878

About PGI

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