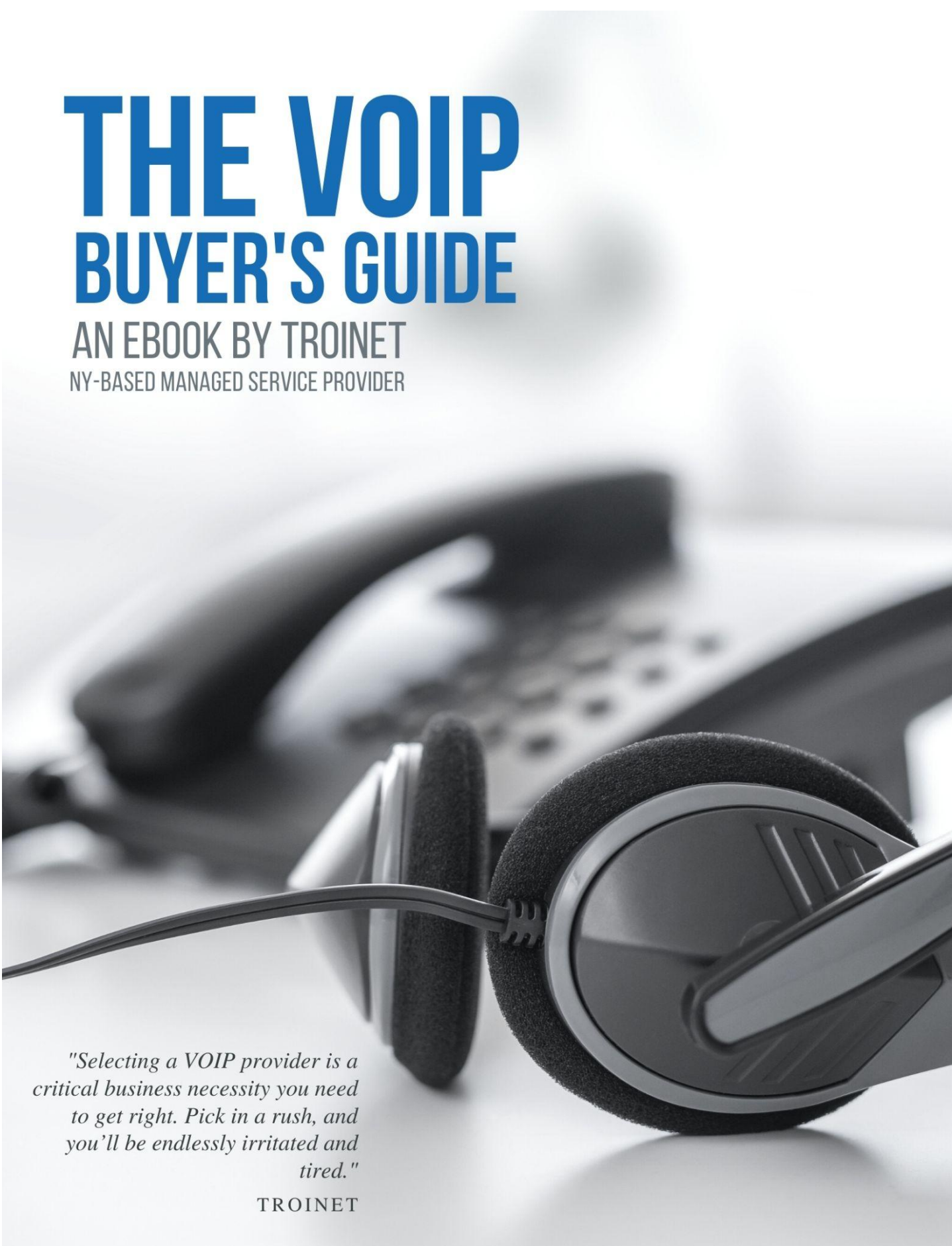


# THE VOIP BUYER'S GUIDE

AN EBOOK BY TROINET  
NY-BASED MANAGED SERVICE PROVIDER



*"Selecting a VOIP provider is a critical business necessity you need to get right. Pick in a rush, and you'll be endlessly irritated and tired."*

TROINET



## READ THIS TO AVOID EXPENSIVE FRUSTRATING VOIP

Caution! Before you purchase a New VOIP System for your business, read this. This guide will help you avoid getting trapped in an unsatisfactory contract. If you hate or want to avoid an expensive, frustrating, look at this VOIP System Guide to discover:

- The uncensored realities about the telephone framework industry that no salesman will at any point disclose to you, but very important for you to know prior to purchasing.
- How to filter all the specialized marketing tactics and discover what are the genuine features and credits to look for.
- A “gotcha” provision that telephone framework merchants usually hide to lock you and lawfully bind you to shell out of thousands of dollars in punishments to drop – regardless of whether the VOIP service doesn’t function as publicized. Try not to sign an agreement if this clause is in there!
- See what 99% of all VOIP framework sales reps WON’T inform you before you purchase: This “shell game” of concealed expenses, charges, and unexpected month-to-month charges while making you believe you’re getting a deal (you’re most certainly not).

This eBook is brought to you by Troinet’s CEO, Wayne Roye  
[www.troinet.com](http://www.troinet.com)

## Table of Contents

### WHY CHOOSING A VOIP SYSTEM IS CRITICAL

[A bad choice leads to endless trouble](#)

[How to avoid hyped and bad decisions](#)

[Two critical VOIP issues to watch out for](#)

### MOST IMPORTANT VOIP FEATURES TO LOOK FOR

[I. The MAIN VOIP Feature: POST-SALES SERVICE](#)

[II. Two basic POST-SALES questions you need to pose to the VOIP provider BEFORE you purchase:](#)

[III. The need for an IT Firm](#)

[IV. AI-Driven Assistant](#)

[V. Route Calls When Internet Service Goes Down](#)

[VI. Holiday and After-Hours Call Management](#)

[VII. Customized Voice Recording While Waiting](#)

[VIII. Recorded Messages Sent by E-mail](#)

[IX. Fax To E-mail](#)

[X. Ring Me Outside](#)

[XI. Broadcast System](#)

[XII. Call Queuing System](#)

### CRITICAL QUESTIONS BEFORE SIGNING VOIP CONTRACT

[1. How long have you been providing, installing, and servicing VOIP systems?](#)

[2. How can I be sure that your VOIP's sound quality is outstanding?](#)

[3. What if I want to cancel and get out of the contract? What are the corresponding expenses?](#)

4. What are the initial and repeating costs?
5. Do I need a special kind of cabling?
6. Do you offer some sort of money-back guarantee?
7. Can I keep my present phone number? If yes, is there an extra cost for keeping my number?
8. Does the pricing quotation included taxes? Are there other costs there?
9. What special VOIP components are included in the package? What features cost extra?
10. Does your VOIP solution include worldwide calling?
11. Will it work with my present firewall, switch, Internet and network settings?
12. Does your framework support fax?
13. Do you offer a demo phone so we can test the solution before signing any contract?
14. If my team members need to work remotely, how does your VOIP solution support that? How will the change be managed when we experience another COVID-like shutdown?
15. Who will do the transfer to the new phone and how long will the system be down during the transition?
16. What sort of training or preparation do you offer for our employees before starting with the new VOIP?
17. Can you DEMONSTRATE us how to route calls, set up out-of-office, change office hours, add new employees, and so forth?
18. Can you give me references from other RECENT customers you introduced this telephone framework for?

# WHY CHOOSING A VOIP SYSTEM IS CRITICAL

## Bad choice means trouble

**Selecting a VOIP provider is a critical business necessity you need to get right.** Pick in a rush, and you'll be endlessly irritated and tied in a confusing, troublesome, and restricted VOIP system that is continually separating, dropping calls, and disappointing you (and your clients!) with mediocre sound quality and nonexistent technical help.

Plus, your schedule is tight – and transferring to other VOIP providers is no simple assignment.

And imagine a scenario where the new VOIP framework you switched to is as awful (or more awful!) as the one you just disposed of.

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*Pick in a rush, and you'll be endlessly irritated and tied in a confusing, troublesome, and restricted VOIP system... continually separating, dropping calls, and disappointing you (and your clients!)*

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The villain of your life keeps you stuck – and it's extremely hard to decide whether a VOIP provider will ever deliver what was advertised.

Now you see the problem, which is **why I wrote this article**.

- As a managed services provider that has been selling VOIP systems for more than 10 years to

More regrettable yet, many VOIP vendors will bind you in a long-term agreement where you pay HUGE fines to escape, regardless of whether the help is horrible and the telephone doesn't function as promoted.

small and medium-sized organizations, we've been *stunned and shocked* by how much the IP phone framework industry has exploited private ventures.

- From terribly confusing “nerd talk” to deceiving promotions, concealed charges, cumbersome agreements, and horrendous assistance, I feel *now is time that somebody speaks out* about *how to locate a simple-to-utilize*, decently valued, and quality VOIP framework that will really function as publicized – or better!

My true expectation is that by unveiling this data through our blog, we will help increase the expectations inside the VOIP industry, and to give YOU valuable data to try not to settle on an over-promised, under-delivered and expensive VOIP system you'll just lament.



## How to avoid hyped and bad decisions

In case you're like a large portion of our customers, you're most likely searching for a legitimate source who can guide you on which VOIP system is ideal for your particular circumstances. One that is not difficult to utilize and functions faithfully to what was promoted.

### 1. Look for one that's heavy in VOIP substance, not just in SEO

The issue is that VOIP system advertising is crazy on the web, with many websites promoting certain services as "the most awesome" but in fact, are nothing but just specialists highly skilled in Google SEO (not VOIP systems) where they offer their top-ranking status to the highest-paying bidder. They are NOT keen on giving solid counsel to you – they are keen on getting you to ask for a quote so they can offer your lead to multi million and billion-dollar ad corporations.

Truth be told, VOIP marketing is possibly one of the most serious playing fields on the web, with a solitary Google click costing somewhere in the range of \$500 to \$1,000! Is anyone shocked that your Google query for "business VOIP systems" is loaded with SEO boosted listings who managed to pay the cost of such unbelievable promoting expenses?

### 2. Trustworthiness and transparency

NONE of these websites could furnish you with valuable data for settling on a decent choice. The showcasing catalogs that position VOIP systems don't reveal to you how they are really positioning

their “top” suppliers or “best-appraised.” They frequently don’t confirm the trustworthiness of the surveys, and all audits are mysterious. Furthermore, they take *transparency lightly*.

### 3. “We are experienced in phone-related catastrophe”

Certainly, this isn’t the way you need to pick your next VOIP provider, and you can bet every last cent that these websites will not be around to help you if the VOIP provider you signed up with ends up being a *monster catastrophe*.

### 4. Deals are only secondary

Another advertising stunt many are using is offering free phones and cheap offers. These are frequently utilized as a luring strategy to lead you into believing you’re getting a great deal – but be careful! We are aware of the fact that you get what you pay for, HOWEVER, you must be able to use your phone properly, if not satisfactorily.

That is the reason we composed this guide. A large part of VOIP advertising is deluding and neglecting to reveal to you the WHOLE truth. Indeed, there ARE ways to save money and some are true – but rather getting the “cheapest” ought not to be #1 on your priorities when settling on a choice for another VOIP system.

Fact is, cash could be saved but will soon be forgotten when you begin to suffer longer in incalculable losses and dissatisfaction due to poor VOIP framework.

Deals are only secondary... you must be able to use your phone properly, if not satisfactorily.

We can’t change the way phone businesses promote, yet we can help you clear your path through these so-called “tech advice” and misleading statements.

There ARE good VOIP system vendors. You simply need to realize *what to search for* and what *inquiries to pose* – which is what is the issue here.

## Two critical VOIP issues to watch out for

Above all else, VoIP is often a *misunderstood term* that confuses many individuals. They believe it’s a telephone on your PC, a product application, or an actual phone you install into your PC.

Those were all the early cycles of VoIP. Today, a “VoIP” telephone is all the more a **SERVICE** rather than an actual telephone (although actual phones play into this). With a VoIP provider, you can utilize

any phone, any PC, or gadgets to make calls and send messages which enables you to function well in any location with a good Internet association.

Be that as it may, numerous individuals hesitate to move to VoIP for two legitimate reasons:

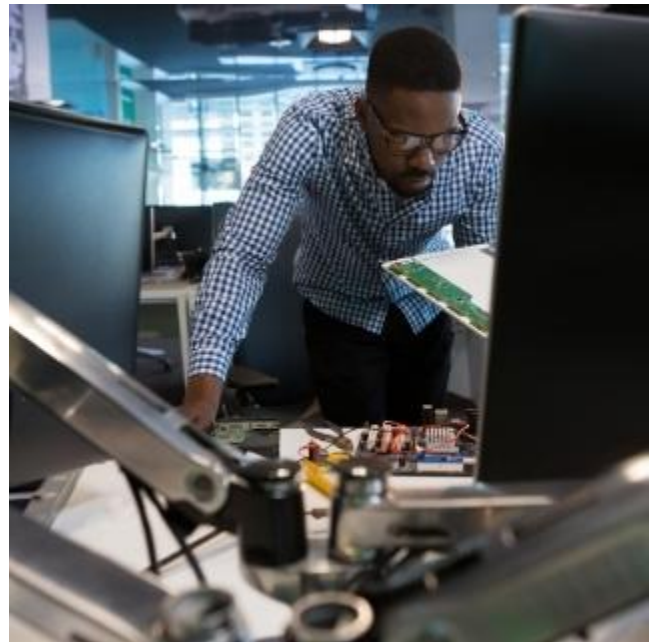
1. **Call quality**, and
2. **“How about *when* the Internet goes down?”**

So, let me address both of these *legitimate concerns* and why with the RIGHT VOIP solution, there shouldn't be an issue.

### **Issue #1: Call Quality**

The facts confirm that before, VoIP telephones have been infamous for the jumbled, choppy, inferior quality, and dropped calls. But they have enabled these phones to progress significantly over the recent few years:

- Tech advancements behind VOIP through the years
- The internet bandwidth (which is a critical segment of call quality) is quicker and less expensive.



Thus, any stability or quality issues you may have on another VoIP framework is because of two issues – either your transfer speed isn't adequate, or your firewall, switch, and PC organization (where the telephone presently lives) are **not set up appropriately for the telephone**. That is it.

This is the reason it's basic for your telephone seller to survey your organization prior to selling you a VOIP system – to ensure that your investment will really satisfy your organization.

Central issue: Big VOIP sellers like AT&T or RingCentral won't do this assessment prior to selling you a telephone. They will take your cash, deliver you a telephone in a box, and leave you to set it up. At the point when the call quality is loathsome and you call them for help, they'll basically guide the finger toward your Internet supplier, transmission capacity, or PC organization and wish you the best of luck. They WON'T investigate that issue for you, which is the reason you need to purchase a VOIP framework from a local IT organization that will claim 100% of the arrangement, issues, and call quality.



## Issue #2: What If The Internet Goes Down?

Certainly, the web WILL go down, however that doesn't mean your VOIP system needs to. That is on the grounds that the "brain" of the phone isn't only facilitated in your office. It's facilitated in a protected and exceptionally solid server that has reinforcement systems for a continued Internet connection.

So, when your local Internet goes down, you should have your VOIP automatically transition to a number of responses. For example:

- The reroute to an assigned VOIP wireless phone or other areas.
- Go to an auto-attendant you chose so that the caller can leave a voice message, like your after-hours set-up.
- Allow guests to leave a voice message, and that voice message can be messaged back to you.

A decent VOIP seller will set this up ahead of time so calls are naturally taken care of in the manner in which you need an instant "fallback position" without taking any more of your time.

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*when your local Internet goes down, you should have your VOIP automatically transition to a number of responses... For example: reroute to an assigned VOIP wireless phone or other areas*

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MOST IMPORTANT

# VOIP FEATURES

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TO LOOK FOR



 troinet

Top “secrets” that VOIP sellers won’t tell

Here’s a great reality in the VOIP industry that you will not mostly find out in any of their marketing: ALL VOIP systems essentially have **equivalent features and capacities**.

Certainly, there are a couple of things some VOIP providers can do that others can’t, however, it’s a serious field and each component offered by one VOIP provider is offered by them all. Thus, all the promoting publicity about how their service is “the most awesome” one is simply an advertising stunt that ought to be placed side by side with other considerations.

All in all, how should you sift through the details, and **what are the things you should identify?**

## I. The MAIN VOIP Feature: POST-SALES SERVICE



The main “highlight” is not the actual phone product but the **POST-SALE SERVICE** – the people setting it up, those that introduce it, design it and ensure it works, and the support team you will call when you need assistance.

Not surprisingly, most entrepreneurs and office admins are not highly equipped to properly install or troubleshoot a phone system and customize it, nor would they like to learn. They don’t have time to become specialists at VOIP frameworks– they basically need an EASY-TO-USE framework that works reliably.

That is the reason you need to truly research the POST-SALES SERVICE:

- When something turns out bad, can't do what you are required to?
  - How simple is it to get quick, simple, and accommodating help?
  - Who will be there to manage the new VOIP system and ensure it works?
- II. Two basic POST-SALES questions you need to pose to the VOIP provider BEFORE you purchase:

### 1. CUSTOMIZED INSTALLATION: Who will install my new VOIP system and customize it for my particular situation?

Be aware of your specific needs. Many VOIP sellers will simply send you a phone package and expect you to set it up yourself. They’ll just tell you to just simply “plug it in.” Without doing anything particular for your situation, they’ll hand over you a 100-page manual you’ll have to go through and a “talk-to-a-support” site that will direct you to a bunch of FAQs that you will need to discover yourself

until you find it tedious and disappointing. Finding the perfect solution in the sea of words only happens rarely.

More terrible yet – in the event that you CAN'T fix it, how exactly might they help you? Do they have nearby specialists who will go to your office and set it up? Investigate it? This carries me to the next point...

## **2. AFTER-SALES HELPLINE: How do I find support if the phone isn't working?**

We all know how frustrating it is to get client support from a major, anonymous, unremarkable corporation.

So we suggest you search for a dependable and nearby VOIP provider who won't just set up the phone for you and modify it for your particular necessities, but in addition, be there to offer customized help, training, on-phone and on-site service should the need emerges.

## **III. The need for an IT Firm**



VOIP lives on the internet. Hence, it is important to work with a VOIP provider that also functions as an IT firm, similar to Troinet. Since VOIP lives in your computer systems, the network should be evaluated before introducing a VOIP to guarantee it can appropriately deal with the additional bandwidth prerequisites and to guarantee that the firewall and switch are designed to meet security needs.

*Only an IT firm can do this appropriately.*

By doing the appraisal BEFORE you subscribe to VOIP, you can foresee the costs and plan better.

Once more, many VOIP vendors will not do this appraisal (or will not do it appropriately) and afterward will sell you a product package, only to let you spend

thousands of dollars that are not necessary at all.

## **IV. AI-Driven Assistant**

The Auto-Attendant feature permits you to assist guests through a voice-given menu so they can select and be forwarded to the appropriate individual or division without incurring the expenses of a human operator.

## V. Route Calls When Internet Service Goes Down

A vital component for VOIP is having a prompt, programmed fallback for calls if and when the Internet goes down. VOIP providers that understand the importance of this feature will also provide for a mobile phone reinforcement for your VOIP network so your lines can keep working regardless of whether the Internet goes down.

## VI. Holiday and After-Hours Call Management

Pretty much there are times that businesses need calls to be taken care of in an unexpected way. The After-Hours and Holiday mode enable you to create special management for calls on certain days, weeks, months, or holidays.

## VII. Customized Voice Recording While Waiting

This is a crowd-favorite. When your customers are on hold, you can deliver pre-recorded voice messages that talk about your products and special promotions, or just simply greet them about the current season or holiday. Many times, this is better than music because not all have the same preferences as you.

## VIII. Recorded Messages Sent by Email

This is a VOIP element a large number of our customers don't request at first but later realize as one of their top choices. Here's the way it works:

1. When someone calls a person and the latter is away from his desk, the system will ask for a recorded message from the caller.
2. This special feature will then copy a converted version into an email attachment
3. and send it to the e-mail address assigned for that extension.
4. The receiver/s can then listen to that voice message even if they are away

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*When your customers are on hold, you can deliver pre-recorded voice messages that talk about your products and special promotions, or just simply greet them about the current season or holiday. Many times, this is better than music because not all have the same preferences as you.*

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## **IX. Fax To Email**

How about a VOIP feature that instantly recognizes a call as a fax message and just converts the incoming fax to a PDF, then email it to you? This capability just exactly does that. Any inbound phone number can be converted to have a fax-receiving capability.

## **X. Ring Me Outside**

This is a top pick of customers who are frequently on the road or outside their office. When someone calls your office phone and you're not present, this VOIP feature will ring your mobile or laptop. You can also choose to ring your office phone, mobile, and laptop all at once, or ring them sequentially (e.g. office phone first, then mobile, then laptop). With this feature, you won't miss a call again!

## **XI. Broadcast System**

This highlight gives any handset the capacity to be used as a broadcast or paging system for the business. The speaker announcements from one mic and his or her voice is played within the company premises. Another sub-feature of this allows you to record your voice and broadcast to all assigned phones.

## **XII. Call Queuing System**

When there is a high volume of calls, you don't want to lose customers because of their frustration with the busy dial tone and the feeling of being neglected. You want a VOIP feature to place them in a queue, with a custom message that they will be attended to once the next agent is available. This feature will also eliminate the process of passing the caller to various agents, and will directly send them to the specialist.



CRITICAL QUESTIONS TO ASK  
**BEFORE SIGNING VOIP  
CONTRACT**

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TROINET.COM

Before signing for a VOIP commitment, here are critical questions you need to ask your VOIP provider. At Troinet, we conduct a quality Technology Needs Assessment with our client before signing the VOIP contract.

## **1. How long have you been providing, installing, and servicing VOIP systems?**

Our Answer: Troinet has been selling, introducing, and supporting business telephone frameworks for more than 20 years all throughout the Greater New York City and surrounding New Jersey cities United States.

## **2. How can I be sure that your VOIP's sound quality is outstanding?**

Our Answer: Prior to selling you any phone solution, we do the prior groundwork which is to evaluate your network and data transfer capacity to guarantee it will work perfectly with your present bandwidth, firewall and switch. In case you need updates for your network gears, we can even charge that as a month-to-month expense so you can move to your new VOIP system with zero or with light up-front expenses.

Many VOIP providers do not do this prior assessment beforehand and would rather directly sell you the product. At the point when things turn out badly, they'll blame your IT department or the Internet Service Provider and reveal to you they can't (but actually WILL NOT) help you.

We make ourselves responsible for the successful accomplishment of your new VOIP framework and remain behind our assurance of "flawless performance." If something does not work, we will investigate the issue and coordinate with the proper persons to sort it out. You won't ever hear us say, "Apologies, that is another person's concern."

## **3. What if I want to cancel and get out of the contract? What are the corresponding expenses?**

Our Answer: If, during the initial 90 days, you are not content with the new VOIP system and we can't resolve your issues, just return the materials and we will help you move your VOIP numbers to an alternate supplier FOR FREE.

## **4. What are the initial and repeating costs?**

Our Answer: There are ZERO starting charges. Additionally, our pricing plan is easy to understand, direct, and 100% straightforward. We give you a "menu" where you choose which phone set to use. Each set corresponds to a fixed month-to-month cost that includes the phone, the installation, two



simultaneous calls, unlimited local calls and US48 long distance, and all the business VOIP features you need.

## 5. Do I need a special kind of cabling?



Our Answer: Our VOIP system utilizes a similar wire (or WiFi) as your PC network and works well on 90% of the organizations we evaluate. However, at times we may see **the need for you to update the cablings, increase bandwidth or upgrade your network's safety features.**

This is the purpose why we make a **proper evaluation BEFORE** we give the final statement for VOIP implementation. It's crucial for you to know ahead of time **if your current system can uphold the VOIP phones** or how much will the upgrade cost if there's a need for you to overhaul.

This is the rationale why a pre-assessment is vital before installing a VOIP system. **Some providers don't test your systems** and may just rely on transfer speed upon installation.

This can cause added expenses after you've just done shelling out money for the installation. It can also lead to a great deal of dissatisfaction since your phone doesn't work.

At Troinet, why do we have such countless happy customers? Because we aren't just phone specialists, but IT experts that have to skill to holistically evaluate ALL parts of an organization to ensure you don't encounter inferior sound qualities, dropped calls, and loss of business.

## 6. Do you offer some sort of money-back guarantee?

Our Answer: Yes! We offer a 90-day money-back guarantee. If you are not 100% happy with your new VOIP solution in any manner whatsoever, simply inform us within the first 90 days and we will take the phones, help you move to an alternate supplier, and discount 100% of the expenses you paid us for the VOIP framework, all at NO COST TO YOU. You shouldn't need to be left with a VOIP system that doesn't work for you.

## 7. Can I keep my present phone number? If yes, is there an extra cost for keeping my number?

Our Answer: Yes. This is also known as “number porting.” Most organizations will port your current phone numbers over at a price – but we don’t. Another query for you to ask: how much time will “number porting” require? Right away. After installation, we can have your present number ring to your new VOIP system; however, be cautious because some organizations will take as long as 90 days to get your old telephone number ported over!

## **8. Does the pricing quotation included taxes? Are there other costs there?**

Our Answer: Yes. Our approach to pricing is the “menu” approach. It includes all taxes and charges, aside from a little, required 911 charge for every area where telephones will be associated. When you select the phone package you need, we will give a pricing quotation that contains all month-to-month costs so there are no unpleasant surprises when you get your bill every month.

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*Some providers don't test your systems and may just rely on transfer speed upon installation. This can cause added expenses after you've just done shelling out money for the installation. It can also lead to a great deal of dissatisfaction since your phone doesn't work.*

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## **9. What special VOIP components are included in the package? What features cost extra?**

Our Answer: This is always something to examine in every attractive offer because many VOIP marketers will *hook* your interest through a hyped marketing post, but once you carefully add the features highlighted, they will cost more than what is expected! This is the rationale behind why you need to know beforehand the VOIP capabilities you need, and better yet, have an expert guide you in the selection.

At Troinet, there are features that are already **INCLUSIVE** of the VOIP package, and no additional expense to the customer:

- Call routing system (if the Internet goes down)
- Automated Voice Assistant
- Call management during holidays or after work hours
- Voicemail to email
- Fax to email
- Broadcast System
- Call lines
- Ring me outside
- Custom hold music

## **10. Does your VOIP solution include worldwide calling?**

Our Answer: Our solution is capable of international calling. As a norm, you will be charged for worldwide calls separately on your next receipt. We can disable this feature when time comes that you choose or need to.

## **11. Will it work with my present firewall, switch, Internet and network settings?**

Our Answer: Once we have completed our analysis of your organization's network capacity, you will know with 100% assurance if your present configuration can uphold our VOIP system. In case not, you may choose to upgrade your system and have the cost be divided into monthly installments or choose to pay it one time.

## **12. Does your framework support fax?**

Our Answer: Yes. With our system, we can turn every phone number into a fax-receiving number. Fax messages that go into that number will be converted to PDF documents and will be sent as an email attachment to an assigned email address. We also provide a web-based platform that will give every phone extension the ability to send PDF or MS Word Documents.

If you want to use your current fax machine or fax copier, we have tools that will give them the ability to convert fax messages into an email.

## **13. Do you offer a demo phone so we can test the solution before signing any contract?**

Our Answer: We will be glad to give you a demo telephone after we have finished the network and data transfer capacity appraisal, in order to give you the look and feel and guide you with the decision.

## **14. If my team members need to work remotely, how does your VOIP solution support that? How will the change be managed when we experience another COVID-like shutdown?**

Our Answer: Our phones are designed to work from any location. In the event that your employees need to work remotely, they'll just simply unplug their phones from their wall jack and insert them into their home Internet or link them to their home WiFi just like how a laptop or PC works. Since our VOIP devices support 911 emergency dialing, we do require that you let us know the actual location of each phone so we can guarantee that if any emergency calls are made through those phones, we can give the right location to emergency responders.

## **15. Who will do the transfer to the new phone and how long will the system be down during the transition?**

Our Answer: We handle 100% of the transfer process and will give consistent progress along the way as we transition from your current phones to ours. The transfer is always WITHOUT DOWNTIME. We follow a highly organized cycle with prepared transition numbers. These numbers suited to your business and tested comprehensively prior to going “live.” We can do this on a site-by-site or phone-by-phone basis if necessary. Our operation always costs ZERO downtime or lost calls.

we will likewise prepare your team members to be self-sufficient with our VOIP solution and give documentation or manual so you can make changes rapidly whenever and whenever without any problem.

## **16. What sort of training or preparation do you offer for our employees before starting with the new VOIP?**

Our Answer: Once we install your new VOIP system, our engineers and trainers will provide a demo for the basics like setting up their voice message, recording their mailbox greetings, putting calls on hold, and transferring to a certain extension. Additionally, we will leave you with a manual that contains instructions on the features that were installed. Most of all, our support crew will always be accessible to address any inquiries and give one-off training to clients whenever needed.

## **17. Can you DEMONSTRATE us how to route calls, set up out-of-office, change office hours, add new employees, and so forth?**

Our Answer: We can do even BETTER than that – we’ll demonstrate it for you for FREE as long as the lifetime of the phone! This is simply an essential component of our expert assistance which makes us set apart from the other “big box” VOIP businesses. Surely, we will likewise prepare your team members to be self-sufficient with our VOIP solution and give documentation or manual so you can make changes rapidly whenever and whenever without any problem. Nonetheless, we offer free phone support and are glad to execute any improvements you need just in case you essentially need us to deal with it for you.

## **18. Can you give me references from other RECENT customers you introduced this telephone framework for?**

Our Answer: Absolutely! We are consistently glad to give a rundown of client references who can verify the worth, unwavering quality, and overall positive experience with our service. Simply call us and we can give them to you.