

# 5 COMMUNICATION PITFALLS

## and How to Avoid Them With Mobile VoIP



Recent global events are shining a spotlight on the need for organizations to adopt mobile, flexible, and reliable communication systems. When staff members cannot be in the office, they need a way to continue receiving calls and voicemails from their desk phone extensions.

**Here are five communication pitfalls you can avoid by leveraging a mobile app.**

# 1



### The Unequipped Remote Employee

When an organization was instructed to shut down and transition to complete remote operations due to an emerging public health threat, their IT team struggled to quickly find simple, seamless solutions to enable work from home.

VoIP systems supported by a mobile app equip organizations to effectively and smoothly transition to a remote workforce by instantly turning employee personal cell phones into their desk phone extensions. Staff can make and receive calls, listen to voicemails, access their contact directory, and more all from their mobile devices.

# 2



### The Exposed Cell Phone Number

A primary care physician needs to discuss critical lab results with a patient but is traveling on the road. Because her health center's phone system doesn't have mobile capabilities, she either must wait until she's back at her office desk phone or use her cell phone to call, thereby exposing her personal and private number to the patient.

With mobile VoIP, calls are placed using your company extension number ensuring personal cell numbers are never revealed externally and are always kept confidential. Additionally, the ability to keep personal and business communications separated but managed from one device enables organizations to eliminate the need for separate company cell phones.

# 3



## The Communication Blackout

When a school district went into lockdown for an active shooter situation, their voice phone lines were quickly congested and overwhelmed, causing a communications blackout. To make matters worse, there was little to no cell phone coverage in the buildings and administrators were pulled away from their desk phones. When the local sheriff's department arrived to clear the school, staff were unable to communicate with outside personnel, parents, and fellow community members.

Every organization needs to be prepared for the worst. Mobile VoIP apps can leverage cellular and Wi-Fi connectivity, adding another layer of redundancy and security to your organization's crisis communications strategy.

# 4



## The Immobile Staff Member

A college professor is participating in a faculty conference call when he realizes he must leave for an important appointment across town. Having no other choice but to hang up his desk phone and call back in with his cell phone, he misses a couple of key department updates.

Mobile VoIP empowers staff with the ability to "jump" calls to and from their cell phone and desk phone extensions guaranteeing a seamless communications transition experience on the go. Plus, mobile VoIP makes sure your business phone calls sound professional with crystal clear audio quality.

# 5



## The Missed Call

The library system's IT manager is away from his desk at a management meeting when he misses an important and critical phone call from one of the local branches.

Whether you're in a meeting, running an errand, or hanging out in the company break room, mobile VoIP delivers peace of mind knowing you'll never miss a call anytime you're away from your desk.

## Keep Your Organization Connected and Running Smoothly With ENA SmartUC

Prevent these pitfalls and more with ENA's mobile and desktop unified communications software—ENA SmartUC. Our powerful application instantly enables seamless and confidential communications on the go for today's modern and mobile workforces. **Learn more at [www.ena.com/smartuc](http://www.ena.com/smartuc).**



### About ENA by Zayo

ENA delivers transformative connectivity, communication, cloud, cybersecurity, and technology services. Our 99% customer satisfaction rating and world-class net promoter score (NPS) demonstrate our commitment to delivering exceptional customer care. For more information, please visit [www.ena.com](http://www.ena.com), call 866-615-1101, or email [info@ena.com](mailto:info@ena.com).

