Voice, The Killer App

Yup – Even in 2024

<u>Timely Telecom</u> –

The Covid pandemic created the need for an instant mechanism to permit businesses and institutions to continue to operate. The survival of many enterprises can be attributed to the availability of video conferencing services. Their relative ease in implementation and operation proved to be a game saver.

It is interesting to note that unlike most communications procurements that are subject to lengthy analysis and cost justifications, the products chosen in 2020 were adopted in an atypical fashion. Availability, prior vendor relationships, and even casual staff suggestions steered many decisions. Cost was a lesser issue.

Now, as we consider the going forward strategy, it is time to reevaluate the products and processes that were adopted in haste. If experience is to help guide this process, voice must be a key element.

Historically, voice in the enterprise was aligned with telephone PBX features. With the advent of video conferencing, voice was subordinated. But in fact, voice is still the critical mechanism by which most interpersonal communications occur. Remove the video from a conference – some degradation; Remove voice and nothing happens.

Voice requires little explanation; it is the method of choice as we communicate with associates, family, and friends. Voice is a component of the Unified Communications suite along with text, collaboration, e-mail, and video and is supported by multiple platforms including premises-based systems, cloud services, and, of course, wireless. Importantly, it is the method most favored by customers in a crisis.

2024 is the time to rethink methods and process. 2024 is the time to optimize. That said, it is fair to reconsider basics. Voice, which has been eclipsed by seemingly higher tech methods, remains the killer app and should be considered a fundamental of the enterprise communications tool kit.

Contact ConOps Solutions at 908 864-2102 for a no obligation discussion regarding the best approach to your communications technology needs.