Business Communications Buyer's Guide

10 Questions Every Executive Team Should Answer Before Modernizing Their Communications

Executive Summary

Modern business communications affect customer experience, employee productivity, collaboration, business continuity, and future growth. Before selecting a new platform, organizations should answer the following questions to ensure technology decisions align with business objectives.

1. Is Our Current Communications Platform Supporting Business Growth?

Evaluate whether your current solution can support additional employees, new locations, remote work, and increasing customer expectations. Technology should enable growth rather than limit it.

2. How Much Are Communication Inefficiencies Costing Our Business?

Consider hidden costs such as missed calls, slow response times, excessive call transfers, lost opportunities, and reduced employee productivity.

3. Does the Solution Integrate With the Applications We Already Use?

Ensure seamless integration with Microsoft Teams, Microsoft 365, CRM, ERP, help desk, and collaboration platforms to improve workflows and user adoption.

4. Can Employees Deliver a Consistent Customer Experience From Anywhere?

Modern communications should provide the same professional experience whether employees are in the office, working remotely, or traveling.

5. Will This Platform Still Meet Our Needs Five Years From Now?

Choose a solution that supports future growth, AI, analytics, new locations, hybrid work, and evolving business requirements.

6. What Happens If Our Office Loses Internet, Power, or Access?

Review business continuity capabilities including failover, cloud redundancy, mobile access, and disaster recovery planning.

7. How Will We Measure Success?

Define measurable goals such as reduced missed calls, improved response times, higher customer satisfaction, increased productivity, and lower operating costs.

8. Are We Evaluating Technology—or Business Outcomes?

Focus on customer experience, operational efficiency, collaboration, and business growth instead of comparing features alone.

9. Are We Choosing the Right Vendor—or the Right Advisor?

An independent advisor evaluates multiple solutions objectively and recommends technology aligned with your business goals rather than a single vendor's portfolio.

10. Have We Completed a Business Communications Assessment?

Before requesting proposals, assess your current environment, communication challenges, future plans, and desired outcomes to build an informed modernization strategy.

Executive Action Checklist

✓ We understand the business problem.
✓ We have defined measurable objectives.
✓ We have considered future growth.
✓ We understand business continuity requirements.
✓ We identified required integrations.
✓ We evaluated employee productivity.
✓ We are selecting an advisor, not simply a vendor.
✓ We completed a Business Communications Assessment.

About Altera Solutions

Altera Solutions is an independent technology advisor helping organizations evaluate, design, and modernize business communications. Recommendations are based on business objectives, security, operational requirements, and long-term growth rather than a single technology vendor.

Next Step

Schedule a complimentary Business Communications Assessment with Altera Solutions to identify opportunities to improve customer experience, productivity, and operational efficiency.