



# 3 Things to Avoid When Signing up for Business VoIP Phone Services



Voice over Internet Protocol (VoIP) technology has been available since 1995. Since then, technology has advanced, but the practices used to trap customers into phone services hasn't changed much.

Complex pricing, fine print and empty promises from phone companies are so common, we now expect them even though they do more harm than good.

Let's just clear this up right now. ***It doesn't have to be complicated!***  
***You can protect yourself.***

Here are common tactics that companies can use trap you into their services.

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# 1. Fine Print

Contracts have been in the phone industry long before VoIP, which makes them the perfect place to hide the things that weren't talked about on the sales call.

For instance, most term contracts require customers to pay for the full term even if they are unhappy with their services. Even worse, there is oftentimes fine print that silently resets the contract term when you add phones or services.

If you're looking for a phone system and they try to entice you into a term contract commitment, keep in mind that it is to protect them from losing your business.



## 2. Complex Pricing

Al-la-cart pricing has its place, but when pricing is complex, it's harder to compare competing proposals. This is especially true when you're not even certain which options you need.

The dirty little secret is that telephone companies already know that you won't have a complete list of requirements on-the-spot. They are counting on it because that's how they make money later — when you realize that you missed something important.

Complex pricing and contract fine print work in tandem to force you to pay more than you originally intended.





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## 3. Reliability Shortcuts

The unfortunate truth is that many phone companies cut corners and try to sell consumer-grade services to businesses. Business phone systems should never go down, even when your power and internet do. But providing services that will survive an occasional natural disaster or outage is expensive to implement correctly. That requires [geo-redundancy](#).

*Geo-redundancy* means that your phone system can send your calls through two geographically different and redundant data centers that are running all the time.

On October 12, 2012 Hurricane Sandy made landfall and became one of the most costly and destructive storms in recent history. It flooded a data center that was the single point of failure for several VoIP providers that brought down many business customers nationwide for 36 hours. This is not an uncommon occurrence, but phone services that had effective [geo-redundancy](#) strategies were not affected.

If you're looking for a company with a simple process and fair pricing, no contracts, full features, and reliability, head to [Webfones.com](https://webfones.com) to see what an honest, no-tricks provider looks like. Because let's be honest, you have better things to do.

