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Bringing Home the Benefits of Call Forwarding by [James Allen](#)

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There can be no denying that communication is crucial for running any business enterprise and the success and growth of a business can be seriously impeded if the communication system there is inefficient or outmoded.

One of the key features of the modern day telephone is the call forwarding facility. Business houses have to be in constant touch with their employees, customers, suppliers and other stakeholders. For enhancing the communication process and to ensure no valuable call is missed, business enterprises increasingly opt for this feature as part of their business phone plans.

Call forwarding may be described as a process by which an incoming telephone call will be routed to another desired point. This point could be any other extension number in the same business premises, a handheld or portable device like a cell phone or to some other landline number located outside.

As stated earlier, the principal advantage of this feature is that it makes sure that no important calls are being missed when the intended recipient is not available at the location where the telephone number exists. Nowadays, this facility is often included as a standard feature in the basic package for most of the business communication plans.

There are numerous advantages in using these services especially for the business community. One of the main benefits is that a person need not be physically present near the phone or be at the office all the time. This is simply because an office phone call can be forwarded to an employee's cell phone, landline or any other numbers he/she desires.

In fact, in larger telephone systems, the incoming call can be routed to a series of numbers until it is answered. Thus the employee would be able to speak to the customers directly, answer their questions and provide information and never miss a call. This will also mean there will no customer annoyance due to non-availability of the called person.

The next main advantage of call diverting is that it prevents callers from being exposed to an impersonal voice mail message. There are definitely situations where the callers find it uncomfortable with voice mail and would not feel happy or confident in leaving a voice message. There are also some desperate customers who would want to get an immediate response.

Portability is yet another key benefit of using call forwarding feature and also routes phone calls in a variety of fashions, thereby the employee can move around without losing communication. The employees are not at the risk of missing important calls even if they are away from the office for long periods of time.

The other distinct advantages of call forwarding for a business house are:

1. Advanced service will allow calls to be directed to multiple phones simultaneously or in sequence until answered.
2. You can have 800 toll free call forwarding benefits. You can purchase any toll-free number and have it re-route to any phone, any time and anywhere.
3. You can enjoy long distance call forwarding service. This offers the customer the option to select

a number in another country other than where he is physically located and have the call forwarded to his local phone.

4. Having the ability to forward a call during the off hours of a business and sent to a call center, for example, can often result in a sale that may otherwise be lost.

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