



THE DEFINITIVE GUIDE TO
CHOOSING AN

AUDIO CONFERENCING PROVIDER

INTRODUCTION

So you need to meet easily and quickly with people around the country or around the globe?

You could travel to meet them, but this can be very expensive and time-consuming, especially if you need to meet with people internationally.

A much more time-efficient, cost-effective and environmentally-friendly option is to hold an audio conference.

An audio conference allows you to talk with people around the world from the comfort of your office or home, or even while you're on the move – as long as you have a phone you can dial into a conference!

Once you've decided that an audio conference is the way to go, you will need to work out which provider to choose.

There are many providers out there and not all are created equal, so you want to be sure you pick the right one for your business needs.

There are many things to consider when choosing an audio conference provider including price, line quality and customer service.

We discuss each of these considerations in this guide to help you choose the right audio conferencing provider for you.

Happy conferencing!





An audio conference allows you to talk with people around the world from the comfort of your office or home.

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THINGS TO RESEARCH

1. QUALITY

Some providers will offer "free" services, but free services are often poor quality, unreliable and don't offer the same level of security or functionality as a paid service. If their network routers are experiencing high volumes of traffic, you may experience call 'drop-outs' when conferencing with these providers. We've often heard of customers complaining about dropping out of audio conferences in the middle of very important meetings while using "free" services.

Express offers dedicated phone lines, which ensures that your meetings are conducted with high-quality sound and with minimal chance of anybody dropping out of the conference. We're able to control the amount of traffic by owning our own conferencing bridge (the technology that links telephone lines). We ensure that our bridge is not overloaded, so that there are no drop-outs or bad lines. Our technology can accommodate hundreds of individual participants.



While some providers appear to be very cheap or even “free”, there's really no such thing as a free audio conference.

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THINGS TO RESEARCH

2. COST

There's really no such thing as a free audio conference. As well as offering low-quality conferencing, most free audio conferencing services incur hidden expenses that you may not have considered, such as the cost of dialling long-distance numbers.

Some providers only offer free services for a limited amount of people. The cost of meeting with more people can be very high, defeating the purpose of the call being free for the first few participants.

While free conferencing may seem tempting, it's actually better to choose a paid provider who can offer you the audio quality and support you need.

Express Virtual Meetings' charges are transparent and easy to calculate. There are no contracts and no hidden fees. We offer local capital city numbers, national and international toll free numbers, as well as operator-assisted calls both in Australia and overseas.





In addition to being a powerful networking tool, audio conferencing is also a way for businesses to seriously cut down on their costs.

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THINGS TO RESEARCH

3. SUPPORT

Sometimes you may find you have questions or concerns about your audio conference, and having a support line available to address your needs can prove invaluable, especially if you need help immediately.

Many conferencing providers don't offer any support, and those that do often make you wait on hold for a long time before you can talk to anyone. They may also outsource their support services to another country.

Express support staff are available 24/7 on any day of the year by phone. You will always be answered by one of our Australia-based support staff and you won't be left on hold.

So when comparing providers, don't forget to check if your call will be answered by a real person in a timely manner, because you never know when you'll need help!



When comparing audio conferencing providers, don't forget to check if your call will be answered by a real person.

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THINGS TO RESEARCH

4. FEATURES

Most free audio conferencing services will not offer the same features as paid providers, such as the ability to record your calls.

With Express Virtual Meetings, your conference recordings can be manually initiated at the start of each conference or set to automatically record every conference. Recordings can be downloaded after the meeting for minute-taking or future reference.

Other features we offer are roll calls, multiple conference groups, participant mute, project codes, PINs, locked conferences and your own customised welcome greeting or dedicated national toll free number. We also have the capability to conduct Q&A and voting sessions.

Ensure that you keep in mind all the features and capabilities you will need from your conferencing provider so that your audio conferences run smoothly and are tailored to your needs.



SUMMARY

When you're choosing an audio conferencing provider, the way to choose the best one is to pay attention to the following four elements:

- quality - it's important to be using dedicated lines to avoid drop-outs and bad call quality
- cost - avoid free providers as there are always hidden costs
- support - make sure there's expert support available to you 24/7
- features - the best providers allow you to tailor your conferences to your requirements

There is a huge range of providers out there and not all are created equal. Choose a provider that can offer you a high-quality experience and allows you to tailor your audio conferencing account to your specific business needs.

Don't risk it - use a reliable conference provider.



If your business is interested in seeing the cost-effectiveness and efficiency of audio conferencing in action, don't hesitate to contact **Express Virtual Meetings** on **1300 849 300**.

SPECIAL OFFER - First Week Free

You can try our audio and web conferencing service **free for 7 days**. No credit cards. No subscriptions. No contracts. No commitments.

[Get started today](#)