

The VoIP Buyer's Trap

How to avoid the 5
most common mistakes
SA SMEs make

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Introduction

Cheap VoIP looks like a bargain. Until it breaks your business.

South African SMEs are rushing to cut telco costs by switching to VoIP – and for good reason. It's flexible, cost-effective, and packed with features. But in the race to save a few rands per user, many businesses fall into the same trap: they choose the cheapest provider instead of the best fit.

What starts as a “plug-and-play” dream can quickly turn into a support nightmare, costing you far more in downtime, lost calls, and customer frustration than you ever expected.

This guide unpacks the five most common mistakes South African businesses make when switching to VoIP – and how to avoid them before it's too late.



1. Choosing a Global Plug-and-Play Provider With No Local Support

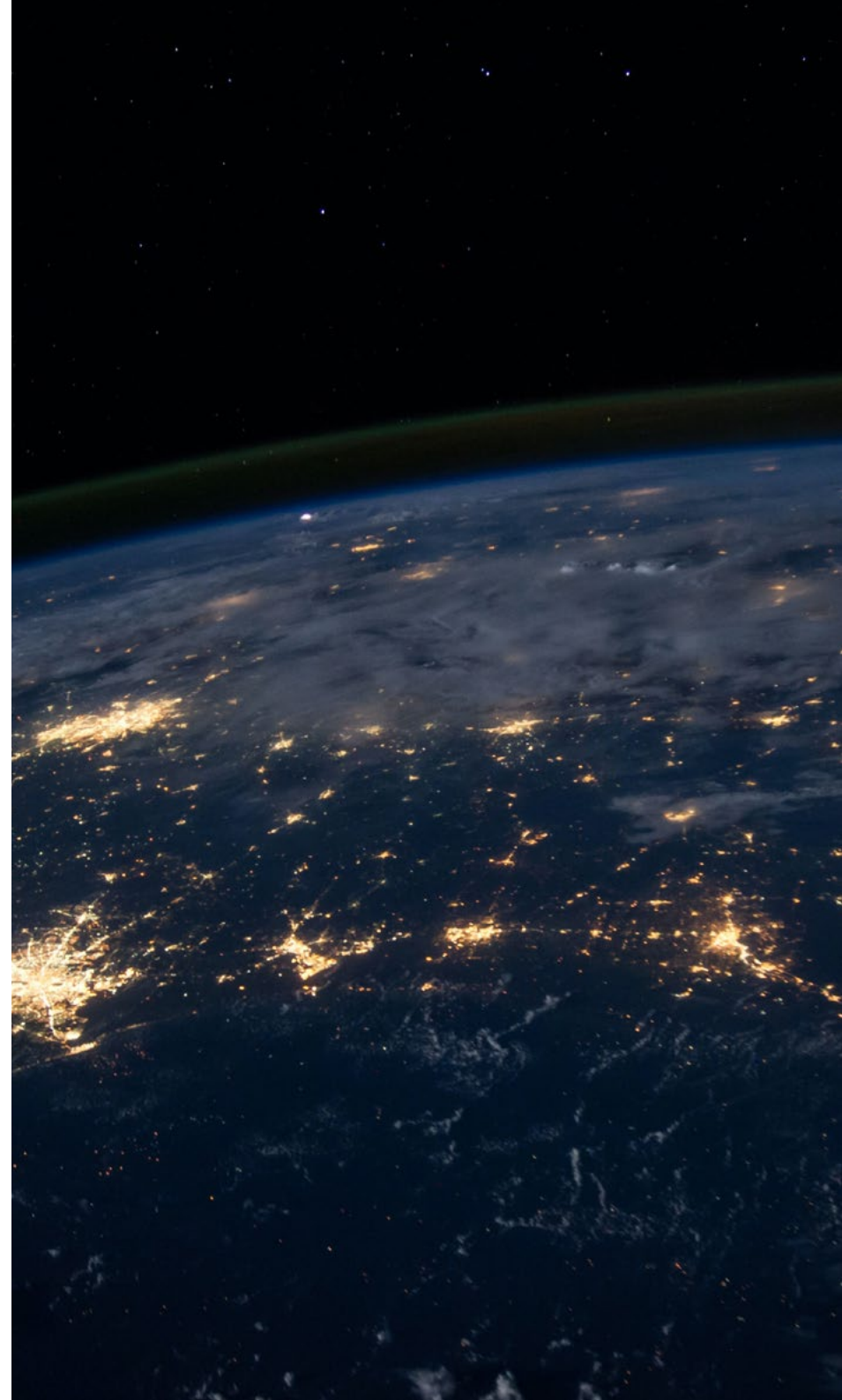
Sounds convenient, right? Until something goes wrong.

Many international providers offer slick interfaces and cheap rates – but when your phones go down, who do you call?

- ✗ Offshore support teams with no local presence
- ✗ Long resolution times across time zones
- ✗ No understanding of South African compliance or number porting

What to do instead:

Choose a provider with dedicated, SA-based support teams and a proven SLA. When your phones are down, you don't want to log a ticket and pray. You want to speak to someone now – someone who knows your business, your setup, and your urgency.



2. Underestimating the Complexity of Porting and Setup

**“Just port your number and you’re good to go!”
Except... you’re not.**

Porting numbers, integrating with existing hardware, and getting your IVR (press 1 for this, press 2 for that) to work requires hands-on experience and in-depth system knowledge. DIY setups or offshore walkthroughs often miss vital nuances, resulting in:

- ✗ Lost business numbers
- ✗ Dead lines or misrouted calls
- ✗ Staff unable to work remotely

What to do instead:

Look for a provider that offers **fully managed setup and onboarding** – especially if you don’t have in-house IT. Ask them how they handle number porting, training, and handover.



3. Falling for the Feature Bait-and-Switch

Many low-cost VoIP providers advertise features that aren't actually included in the base package – or that require complicated setup, third-party add-ons, or extra licensing fees.

Porting numbers, integrating with existing hardware, and getting your IVR (press 1 for this, press 2 for that) to work properly requires expertise. Opting for a cheaper service-free solution can result in:

- ✗ “Advanced analytics” that need 3rd-party tools
- ✗ “CRM integration” that breaks every week
- ✗ “Call recording” that maxes out after 30 days unless you pay more

What to do instead:

Ask upfront: Are these features included or optional?
And more importantly, who will set them up and maintain them?

Don't just compare feature lists – compare real functionality in real working environments.

4. Assuming All VoIP Services Offer the Same Reliability

This is where many SMEs get burned.

VoIP isn't a "nice-to-have" – it's the spine of your business communication. If your provider suffers regular outages or can't route calls reliably across your network, you're gambling with your customer relationships.

- ✗ Poor call quality
- ✗ Downtime without warning
- ✗ Missed or dropped customer calls

What to do instead:

Ask for uptime guarantees, data centre locations, and QoS (quality of service) details. In South Africa, latency can kill your call quality – your provider needs to have a locally optimised, secure infrastructure.

5. Thinking Service Doesn't Matter Until You Need It

This is the trap that swallows so many SMEs whole.

It's easy to think: "We'll deal with issues when they come up." But when they do, and you have no one to escalate to, you're stuck. And when it's your phones? That's not a small problem.

- ✗ No escalation path
- ✗ Support staff reading from scripts
- ✗ Days without working phone lines

What to do instead:

Partner with a VoIP provider that prioritises service as much as software. One that offers dedicated account management, local support, and real engineers – not bots – when things go wrong. Recourse is key. Without it your business telephony could let you down.



BONUS CHECKLIST: Is Your VoIP Provider a Risk?

Ask these 7 questions before you switch:

- ✓ Do they have support staff based in South Africa?
- ✓ Do they manage the full number porting process for you?
- ✓ Are all listed features included, or are there hidden add-ons?
- ✓ Do they provide an SLA with guaranteed uptime?
- ✓ Can they integrate with your existing tools – and support them after?
- ✓ Do they have a local data centre or relay points to minimise latency?
- ✓ Can you speak to a real human if something breaks?

Conclusion: Choose a Partner, Not Just a Platform

VoIP is no longer a fringe technology – it's mission-critical. Whether you're running a call centre, a distributed team, or a growing business, you can't afford to gamble on your phones.

Yes, the market is crowded. Yes, pricing varies wildly. But remember: you're not buying a phone system – you're buying reliability, responsiveness, and reassurance.

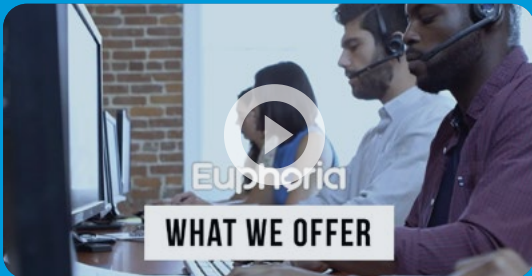


Want to See How an Established South African VoIP Platform Solves These Problems?



- No Contracts
- Powerful features
- Big savings

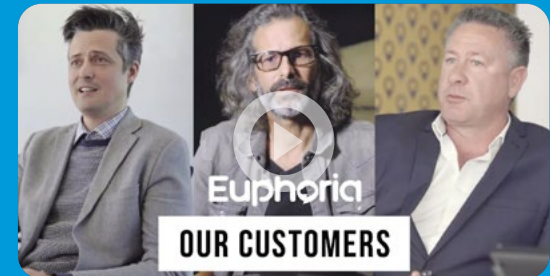
What Makes Euphoria Different?



Remote Working Made Easy



Why 6000+ SA Businesses Chose Euphoria



**Not ready to
switch providers?
Still want to help
someone else avoid
the VoIP trap?**



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