**The benefits of the PSTN switch-off**

Remember 2012, when the analogue TV signal was switched off and we all went digital?

Well now it’s your phone’s turn, and in December 2025, the last old analogue phone service – the PSTN – is due to be switched off forever.

So if any devices in your business currently use the analogue phone system, you’re going to need to make some changes. That doesn’t just mean your landline phone – you may have alarms, lift emergency phones, some card machines (and you don’t still use a fax, do you?)

You have a bit of time to plan, but it’s important not to leave everything to the last minute on this. As we get nearer to the deadline, suppliers will be stretched and you’ll want to allow time to transition to a new system.

It might be a touch inconvenient, but making the move to digital brings a lot of benefits with it.

First things first, it’s likely you’ll save money. Line rental is a lot cheaper for digital phone systems like VoIP, and they’re more cost-effective to run. That’s because you only pay for what you use, adding new lines as and when you need to.

VoIP systems (Voice Over Internet Protocol, if you’re interested) are also more reliable than traditional phone lines. They won’t be disrupted when there are updates, they won’t go down in high winds, and you don’t have to worry so much about physical lines being damaged. Everything is done over the internet, so, if that’s running, your phones will be, too. Better still, if you are working with a good internet connection (which you should be!), your call quality will vastly improve over analogue calls.

VoIP phones are better suited to the way we work today. With many of us having hybrid workforces, it means not everyone is in the office every day. VoIP numbers aren’t fixed to a location, which means people can have a phone in their home office if they want to. But also, calls can be easily directed to other devices, so wherever your people work from, they can be reached through by phone.

There are still more call options on VoIP systems, which all help to build a better customer experience. There are better options for call forwarding when lines are busy, better hold options, and plenty of conferencing features.

Another thing you’ll need to consider is whether you need to upgrade your internet connection. This also works to improve productivity and efficiency in your business.

Make the switch now, and you’ll benefit from additional months of cost savings and business improvements.

It might feel like a lot to get to grips with the right solutions for your business – but we do this all the time, and we’re here to help.

So get in touch. We’d be happy to talk you through your options and give you all the advice you need to make a smooth, seamless switch.