

NEW BUSINESS · FIRST DECISIONS · 2026

New Business Phones: 4 Decisions You Cannot Undo

New business owners spend an hour agonising over which handset to buy and four minutes on the number, which is exactly backwards.

Sort the decisions by reversibility and the whole thing gets simple. Four stick. *The number*, once it is on invoices, signage, listings and the van, changing it costs customers rather than dollars. *Who controls it*, a number issued as part of a website, booking or marketplace package may not be portable, which quietly turns your phone number into a reason you cannot leave. *The platform you grow into*, the real cost of a phone system is the two or three times a business replaces it, so choose one where going from three people to thirty is a setting rather than a migration. *The term you sign*, long contracts commit a business that does not yet know its own shape. **Eleven do not stick:** handsets, headsets, greetings, hold music, ring groups, menus, who is in which queue, plan size, number of users, call recording, and whether you use an AI receptionist.

The short version

Decision	Cost to change later	Attention it deserves now
The number	Customers. Not money. <i>customers</i>	The most
Who controls the number	Potentially the number itself	Five minutes, one question
The platform	A full migration, twice, over ten years	An hour
The contract term	Money, and flexibility you may need	Read it once, properly
Handsets, greetings, menus, users, plans...	An afternoon. Usually less	Almost none, yet

■ Also worth knowing

When you get to...	You will want	Ask now whether that is...
3. 5 people	Everyone's phone ringing together, after-hours handling	Included, or a plan tier
5. 15	A menu, a proper reception path, reports on missed calls	A setting, or an upgrade
15. 50	Queues, call recording, CRM integration, wait-time reporting	A setting, or a different product
50+	Service levels, multi-site routing, quality assurance	Possible at all, or a migration
Any size	AI answering, business SMS, video	Part of the service, or three more purchases

Which is why your personal mobile is the wrong choice

It is free and it is already in your hand, so it wins on the day. Then: your first hire cannot answer it, you can never turn it off, you have no record of the calls you missed, and if you ever sell the business the number your customers ring is registered to you personally rather than to the thing you are selling. **The mobile decision is not wrong because it looks unprofessional. It is wrong because it is load-bearing and personal at the same time.**

■ Questions the full guide answers

- ☐ Which phone decisions can a new business not undo?
- ☐ How do I know if my business number is portable?
- ☐ What number should a new business get in Australia?
- ☐ Do I need to buy phones for a new business?
- ☐ What should a new business set up on the phone in the first afternoon?
- ☐ How do I avoid replacing my phone system as I grow?
- ☐ Should I sign a long phone contract for a new business?

This is the summary. The guide has the detail.

Every point above is worked through in full on our site, with the Australian context, the numbers and the exceptions. If you would rather talk it through, call **1300 663 222** or visit **vocphone.com/about/contact-us**.