

MIGRATION · DECISION GUIDE · 2026

You Did Not Choose RingCentral. You Chose Optus.

Somebody else has decided your business is changing phone platforms. That is genuinely annoying, and it also hands you something valuable, for a limited time, which almost nobody uses before it expires.

The reason most businesses never change phone provider is not price and it is not loyalty. It is **switching cost**. Re-training staff, re-provisioning handsets, rebuilding call flows, reconnecting the CRM, the risk on cutover day. That cost is the moat around every incumbent in this industry, and it is why an ordinary business will tolerate a mediocre phone service for years. **A forced migration drains the moat**. If you are being moved to a new platform anyway, you pay the re-training, the re-provisioning, the rebuild and the cutover risk *whichever* destination you choose. The disruption is fixed; only the destination is variable.

■ The short version

Line item	Realistic effort	Who absorbs it
Staff learning the new app	1. 2 hours each, plus a week of slower handling	Everyone. This is usually the biggest line and it never gets counted
Handset re-provisioning	15. 30 minutes per device, more if any need replacing	Whoever is nominated, usually the office manager
Rebuilding call flows and menus	Half a day to two days depending on complexity	One person, under time pressure, from memory
Re-recording greetings	Half a day, plus the argument about who records them	Reception, again
Reconnecting CRM and integrations	Two hours to a day per integration, including testing	IT, or nobody, which is worse
Exporting recordings and history	A few hours, and it must happen <i>before</i> cutover	Whoever remembers. Frequently nobody
Cutover day	Half a day of attention, plus the risk of missed calls	The business, in revenue terms
The fortnight afterwards	Small fixes, forgotten paths, one thing that never worked properly again	Everyone, gradually

■ Also worth knowing

When	What happens	Your part
Days 1. 2	Inventory. Every number you hold, main lines, direct dials, 1300/1800, fax, alarm and lift lines. Every handset model. Every integration	The one task nobody can do for you. Two hours, and it prevents most of what goes wrong later
Days 2. 3	Exports. Call recordings, call history, voicemail greetings, twelve months of reporting	Do this before anything else changes. It is the asset most commonly lost
Days 3. 5	Design. Your call flows drawn out: 9am, 1pm Saturday, Christmas Day, after hours, overflow	Half an hour with whoever actually answers the phone. They know things the diagram does not
Days 5. 8	Build and test in parallel. The new system is configured and tested while the old one still runs	Test on your mobile. Ring every path. Use the written script
Days 8. 10	Port lodged. Authority signed, account name matched exactly, full number list attached	Sign, and make sure the account name matches the bill character for character
Day 12. 14	Cutover, at a scheduled time you choose. Minutes, not days	Be there. Ring every number afterwards. Verify the Triple Zero address per site
Week 3	Snag list. The path nobody thought of, the one greeting that is wrong	Keep a list rather than reporting things one at a time

The whole argument, in one paragraph

You are going to pay the switching cost this quarter. New app, new logins, re-provisioned handsets, rebuilt call flows, a cutover morning, you pay all of it whether you stay on the new platform or move to a different provider entirely. **The disruption is fixed. Only the destination is variable.** Which means the extra cost of choosing your destination consciously, rather than accepting the one assigned to you, is close to nothing. That is a genuinely unusual position and it is temporary.

■ Questions the full guide answers

- ☐ What is happening to Optus Loop customers?
- ☐ Should I stay with Optus or move to another provider?
- ☐ How much does changing business phone system actually cost?
- ☐ What should I demand if I stay through the migration?
- ☐ Will I lose my numbers if I move to a different provider?
- ☐ How long does moving to a new phone provider take?
- ☐ Why do resold phone platforms get replaced?

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.