GROWTH GUIDE · SMALL BUSINESS PHONES · 2026

Outgrown Your Mobile and WhatsApp?

The six moments a growing business hits the one-phone ceiling, what missed calls cost, and how to switch without losing speed.

> A mobile is a **one-person phone system:** one extension, no queue, no backup, no hours. It works until the business needs more than one person to answer, which is exactly when growth starts.

Six moments you outgrow the mobile

Moment	What breaks	What a phone system does
First hire	You are still the switchboard	Business number rings you both
On the tools all day	Best weeks = most missed calls	Office, AI agent or voicemail to email
Paying for marketing	Missed calls waste ad spend	A number per campaign, with reporting
Bigger customers	One person is not a business	Greeting, hours, a team that answers
Longer hours, second site	Nobody rostered to answer	Time rules, site groups, AI cover
Stepping back	The business is your phone	Numbers and history held by the business

Illustrative: what missed calls cost

Step	Example	Yours
Missed calls a week	8	
Share that were new work	1 in 4	
Average job value	$600	
Work at risk a month	$4,800	

Keep the speed of messaging

- Two-way SMS from the business number
- Shared team inbox on desktop and mobile
- Separate inboxes per number or site
- Confirmations and reminders from one number

Measure it every week

- Missed calls and how many were returned
- Calls by hour and day
- Calls by number or campaign
- Time to call back
- After-hours calls

How the switch works

1. **Decide which number stays** and port it if it is in your name.
2. **Plan who answers what**, including after hours.
3. **Install the apps**, plus handsets for a counter or office.
4. **Set hours, greetings** and an AI agent if you want one.
5. **Move the team chat** out of WhatsApp.
6. **Port the number**, then text customers from it.

Never cancel first

Do not cancel the existing number before the port completes. A cancelled number cannot be ported.

Illustrative cost (vocphone.com/pricing, 18 Nov 2026)

Size	Monthly
3 users, 36-month term	$84.90
5 users (3 + 2 at $30)	$144.90
Setup and porting	$0
AI Phone Agents	Quoted separately

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