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talking business

Making sense of VoIP costs:

Choosing the right pricing structure
for your business

The end of surprise bills for 'flat price' VoIP services?

Since 2010, Goldfish has been a leader in the VoIP market. We've watched the industry evolve and then adapted our offerings to meet the changing needs of businesses across Ireland. We've seen firsthand how choosing the right voice over Internet Protocol (VoIP) pricing structure helps our customers in the quest for high quality telecoms services to support reliable communications.

One of the criticisms of the telecoms industry is that 'flat price' deals have too many loopholes and caveats that lead to unpredictable costs from month to month. During a period where skyrocketing costs have hit many other business areas and caused major headaches, this lack of transparency is unwelcome.

In essence, conventional B2B VoIP telecoms pricing often contains hidden surprises that frustrate all efforts at strong financial control. For those managing business finances, understanding the nuances of VoIP pricing has never been more important.

In this guide, we'll share our expertise to help you navigate VoIP pricing and find the best solution for your business.

The evolution of VoIP pricing models

If your VoIP service came as a physically boxed product, once you'd unwrapped it you would find a jigsaw puzzle of immense complexity. A productised VoIP service involves not just core technologies but also contains inherent dependencies on third-party carriers, data centres, and other third-party service providers.

Carriers are crucial for connecting VoIP calls to traditional phone networks (PSTN), ensuring global reach and high call quality. Data centres host the cloud infrastructure that supports VoIP operations, providing scalability, redundancy, and low-latency connections. Additionally, dependencies on other third parties include SIP trunk providers, security vendors, and billing platforms.

These external components are integral to ensuring the VoIP service is reliable, secure, and compliant with regulatory requirements, adding layers of complexity and interdependency to the service.

To simplify and make sense of pricing these productised services, structures have emerged in the VoIP markets. This table shows the advantages and drawbacks of some key approaches to pricing VoIP call plans.

VoIP price model	Pros & Cons
Pay-As-You-Go (Usage-Based) Charges are based on the actual usage of the VoIP service, typically measured in minutes.	**Pro:** Pay only for what you use **Con:** Unpredictable monthly costs
Tiered Pricing Offers different pricing tiers based on features or usage limits. A basic plan may offer the essentials, while higher tiers provide more advanced features.	**Pro:** Based on estimated usage it gives more predictable costs **Con:** May mean paying for unused minutes or over usage charges
Flat-Rate (Unlimited Calling) Businesses pay a fixed monthly fee for unlimited calling to a defined set of destinations. This includes unlimited domestic and specific international calls.	**Pro:** Predictable monthly costs, without worrying about over usage **Con:** You may pay for more than you need, may have hidden limits
User-based (or Per-Seat) Pricing Businesses are charged a flat rate per team member or "seat" on a monthly basis. May be tiered, typically with basic and advanced feature sets.	**Pro:** Scales up or down with your team **Con:** May cost more for smaller teams or low-usage scenarios

As the market matures, we've observed a shift towards more transparent, user-friendly pricing models. The emerging trend is user-based pricing, which offers a predictable per-user cost and often includes all features without hidden fees.

Choosing the right VoIP pricing for your business

When evaluating VoIP pricing options, we always advise our clients to consider the following:

VoIP pricing structure - making the right choice

Call Volume and patterns - Analyse typical usage. High call volumes might benefit from unlimited or user-based plans, while occasional users might prefer per-minute pricing.

Team and growth projections - Choose a model that scales efficiently. Growth may be the ultimate business objective but consider the need for flexibility to meet changes in demand.

Feature requirements - Ensure the pricing model includes all necessary features, such as call recording, conferencing, international calling without add-ons that increase costs.

Flexibility and scalability - Consider whether the pricing model allows for easy scaling as your business grows, or if it accommodates demand variations in call volume.

Geographic considerations - If your business makes a lot of international calls, a pricing model with competitive rates for international calling or global coverage might be crucial.

Quality of Service (QoS) and support - Consider the reputation of service providers for call quality and customer support , as the critical for maintaining seamless communication.

Contract terms and lock-ins - Examine the terms of the contract, including any long-term lock-in, cancellation fees, or price lock guarantees.

Cost predictability - Consider whether the structure offers predictable, easier to budget for costs, or if it includes variable elements that may lead to unexpected expenses.

Third-party dependencies - Ensure the model aligns with any third-party integrations or dependencies your business has, such as CRM systems or other communication tools.
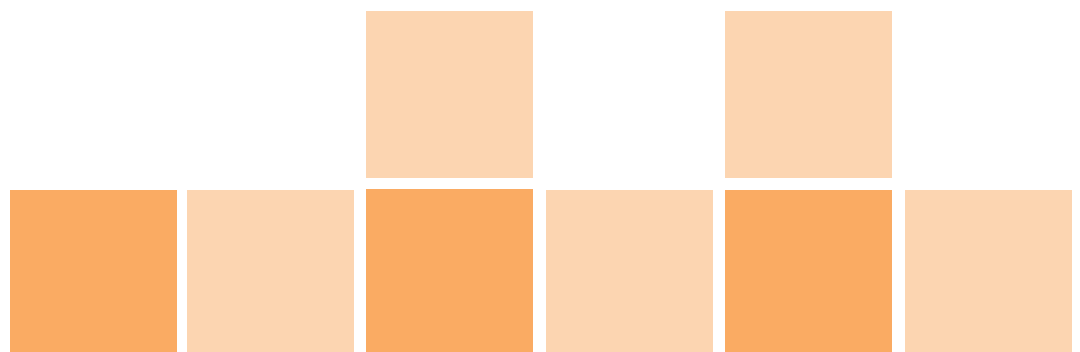
The rise of user-based pricing

At Goldfish, we've adopted user-based pricing to provide greater choice, flexibility and value. Goldfish user-based pricing charges a fixed fee per user, while including all features and a generous allocation of minutes.

Benefits of Goldfish user-based pricing include:

- Predictable costs that scale with your team

- Simplified budgeting and accounting

- Simplifies by reducing complexity and including all features

- Easy to add or remove users as your needs change

Despite our commitment to the new pricing model, one-size doesn't necessarily fit all, and user-based pricing may not be right for your business. In scenarios such as very low call volumes, or for specific call patterns, an alternative call plan may make better sense. Goldfish is committed to providing every customer with the best value, with whatever call plan arrangement works best. That's why we're always happy to tailor a solution for your needs should our standard plans be inappropriate for your needs.

Now available: User-based pricing

Here's how our new user-based pricing structure at Goldfish works:

Goldfish user-based pricing

Basic Plan

€10.99

User/month

Includes Ireland and UK landline calls & all standard features

Premium Plan

€18.99

User/month

*Includes Ireland and UK landline and mobile calls
& all standard features*

Additionally:

Call Recording

Call Director

Transparent, per-user pricing with no hidden fees
All features included in the base price
No long-term contracts required

It's simple to calculate your total costs based on your team size
and calling needs.

*For example, for 10 employees, with 5 on the Basic Plan
and 5 on the Premium Plan, your monthly cost would be:*

(5 x €10.99) + (5 x €18.99) = €149.90 per month.

The importance of regular review

Best practice suggests that businesses carry out annual reviews of supplier performance. The VoIP market is constantly evolving, so we always advise our customers to regularly review voice calling to ensure our VoIP services continue to meet their needs and provide the best value.

As we approach Q4/2024, it's an opportune time for businesses to review their requirements. Ireland's B2B VoIP industry is undergoing significant change. A good example is the withdrawal of services by a major player from the market in October. Many businesses and organisations are using this as an opportunity to explore new options for pricing and even upgrading their VoIP solutions. Choosing the right VoIP pricing structure is a critical decision that can significantly impact your business's communication efficiency and bottom line. Ultimately, whatever pricing model you choose, the true value of your VoIP service is determined by what you get for your money.

Explore if Goldfish VoIP is right for your business

There's more to delivering a business-class VoIP service than simply technology. That's why Goldfish builds solid, long-term relationships by winning trust and confidence. Every customer enjoys consistent, high quality VoIP communications. Our services are reliable and robust, built on resilient cloud technology. And we wrap this all with expertise and support that goes the extra mile, throughout the customer lifecycle.

Headquartered in Greystones, County Wicklow, Goldfish.ie is owned, staffed and based in Ireland. Since 2010 we've been committed to meeting the needs of businesses across Ireland with the best B2B VoIP services available from any provider, at any price.

Find out more about Goldfish world-class VoIP services and user-based pricing that helps your business to perform better while getting more value from technology. Visit us online at Goldfish.ie, or call us directly to talk with a B2B VoIP expert on 01 554 7888.

ABOUT GOLDFISH

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We provide VoIP services to businesses across Ireland and abroad. Customers include large blue-chip companies, such as IDG Direct and the Sisk Group, to SMEs and start-ups such as Boxever.

At Goldfish, we work hard to understand and value our customers. We know that if they grow, we'll grow with them. We listen to what they have to say and strive to deliver the service and features that they need. This has paid dividends in that we have excellent social proof reviews, testimonials and case studies.

We are VoIP evangelists, promoting the benefits of top quality VoIP services that provide an all-inclusive approach to the features that others may see as chargeable extras. One of the reasons we are able to adopt this no-holds barred approach to providing top value-for-money is that we have developed our VoIP platform in-house from scratch. As a consequence, we are able to build in rich features without licensing the technology from other vendors or developers.

Based in Greystones, County Wicklow, Goldfish is an Irish-owned cloud-based telecoms company.

Our primary voice servers are all located in our Dublin data centres. With back-up servers in data centres in the UK and Germany, we can ensure unrivalled levels of service and reliability. We are proud to say that as an Irish company, all our management, engineers, developers and support staff are based in Ireland.

Find out more and sign up:
goldfish.ie
01 554 7888