

10 Questions. One Right Call.

Use this checklist to choose the right cloud calling provider in India. Ask what matters.



Start with questions. End with confidence.

If your voice infrastructure still depends on PBX boxes or patchy SIP trunks, you're already behind. But choosing a provider in India isn't about checking off feature lists. It's about asking the right questions, ones that reveal what's real and what's just salesware.

Here's a 10-point checklist for CTOs and CEOs evaluating cloud calling providers in India. Each question cuts through the fluff and focuses on what actually matters.

1. Where are your data centers located?

If the answer isn't "India," press pause.

Your call quality, latency, and compliance depend on it. Providers hosting outside India often struggle to meet local data residency norms or deliver consistent call experiences in Delhi, Bengaluru, or Pune.

Ask for:

- Location of primary and failover data centers
- Redundancy architecture and replication policy
- Local peering agreements with Indian ISPs

2. What is your uptime SLA—and how do you back it?

99.9% sounds good. Until it fails.

Look beyond the SLA promise. Ask what monitoring tools they offer you, not just what they use internally. Can you track uptime per site? Do they provide historical reports and real-time alerts?

Demand:

- Publicly accessible SLA metrics
- Credits for SLA breaches
- Third-party monitoring integrations

3. Do you offer geo-redundant voice routing?

Your Mumbai office can't go dark because Delhi lost power.

Geo-redundancy in call routing means your calls don't ride a single point of failure. Leading providers use multiple telecom paths, region-aware routing, and failover logic built into the control plane.

Evaluate:

- Site survivability options
- Automated call rerouting policies
- PSTN fallback per location

4. What compliance frameworks do you align with?

India's privacy regime is evolving fast. BFSI, pharma, and ITES firms can't afford to miss.

Ask whether the provider complies with:

- ISO/IEC 27001, SOC 2 Type II
- India's telecom regulations on lawful interception
- Sector-specific mandates like HIPAA (if healthcare), RBI norms (if banking)

Ask for independent audit reports, not just logos on the website.

5. Can your platform integrate with our current tools?

If voice is still siloed from your CRM, ticketing, or collaboration stack, it's not working.

You need:

- Native integrations with platforms like Salesforce, ServiceNow, and Microsoft 365
- Open APIs for custom workflows
- Real-time call events that trigger CRM or analytics actions

Check if the provider supports webhooks, SDKs, and middleware-friendly endpoints.

6. What analytics and diagnostics do you offer?

Call quality metrics should not be a post-mortem exercise.

Enterprise-grade platforms offer:

- Real-time monitoring of jitter, packet loss, and MOS score
- User-level diagnostics
- Endpoint health dashboards
- Alerts for anomalies before users complain

Cisco's Webex Control Hub, for example, surfaces this proactively. So does Proactive's managed calling service built on it.

7. How easy is number porting and user provisioning?

Migration should not take months.

Ask how many numbers they've ported for customers in India.

Request a walkthrough of their onboarding portal. Evaluate whether provisioning can be done via bulk upload, APIs, or delegated admin.

Ask:

- What's your average porting time per number block?
- Do you support hybrid coexistence with legacy PBX?
- Can I self-manage user licenses or does it go through your support team?

8. Who handles support—and where are they based?

Cloud calling is only as good as its incident response.

Ask:

- Is support 24x7 or just business hours?
- Is there a named account engineer?
- Do you offer local language support across regions?

Proactive, for instance, offers 24x7 NOC-based support staffed by engineers familiar with Indian enterprise environments.

9. What does your pricing actually include?

Watch for bundling traps.

Make sure you understand:

- PSTN costs (included or separate?)
- Call recording fees
- Support tiers and escalations

- Integration or API charges

Ask for a transparent quote structure that scales with users, not one that grows arbitrarily.

10. Who will execute the rollout?

A great product can fall apart with a poor deployment.

Ensure the provider has:

- A certified implementation partner in India
- Experience in your industry vertical
- A clear migration methodology (with or without PBX coexistence)
- Support for training and change management

This is where Cisco and Proactive stand out. You get global-grade infrastructure with local execution tuned for Indian network realities.

Why these 10 questions matter

Cloud calling is not just another software decision. It is infrastructure. It carries the voice of your brand, your people, and your leadership.

Asking smart questions filters out vendors from true partners. In a market where every provider claims reliability and scale, this checklist keeps you grounded in what matters.

And if you're evaluating Cisco Webex Calling, don't just assess the tech. Assess the partner too. Proactive ensures your rollout is secure, phased, and built around how your business actually works.

pro@proactive.co.in