

FREE RESOURCE — TEMPLATE

VoIP **Vendor** Comparison Template

A structured template for comparing VoIP vendors side by side — feature matrix, true-cost pricing, SLAs and support, integrations, and weighted scoring — so you reach an objective, evidence-backed decision.

6

COMPARISON
AREAS

3

VENDORS
SIDE BY SIDE

/10

WEIGHTED
SCORING

Fillable

TICK & TYPE
IN ANY VIEWER

FEATURE MATRIX

PRICING

SLA & SUPPORT

WEIGHTED SCORE

PREPARED FOR

Cloudswitched KnowledgeCloudswitched Ltd.
Library

PREPARED BY

VERSION

2026 Edition

FORMAT

Interactive PDF

00

How to use this template

Use this template to evaluate up to three VoIP vendors side by side against a consistent set of criteria. Complete each section with your team, fill in the fields, tick the feature matrix, and capture a weighted score so the final decision is objective rather than driven by the slickest sales demo.

This is an **interactive PDF** — tick the boxes and type vendor names, costs, contract terms, scores and notes directly in any modern PDF viewer. Print it if you prefer to work on paper.

HOW TO WORK THROUGH IT

Shortlist your vendors (Section 01), tick which features each one includes (Section 02), capture the true cost including add-ons (Section 03), compare reliability and support (Section 04), confirm your integrations are supported (Section 05), then score each vendor against weighted criteria to reach a decision (Section 06).

COMPARE THE TRUE COST, NOT THE HEADLINE RATE

The advertised per-user price rarely reflects what you will actually pay. Handsets, number porting, setup fees, call-recording storage and contact-centre add-ons all stack up. Capture every line in Section 03 and compare the three-year total cost of ownership, not month one.

The six comparison areas

- **01 Vendor Shortlist** — names, contacts, per-user cost and contract term.
- **02 Feature Comparison Matrix** — tick which features each vendor includes.
- **03 Pricing Comparison** — true per-user / per-month cost with all add-ons.
- **04 SLA & Support Comparison** — uptime, support cover and response times.
- **05 Integration Requirements** — CRM, Microsoft 365/Teams, helpdesk, API.
- **06 Scoring & Decision** — weighted scoring and the final recommendation.

01

Vendor Shortlist

Document the vendors you are evaluating with their key contact and headline pricing information. Keep the shortlist to three so the comparison stays manageable — if you have more, run a quick first pass and bring the top three through to the detailed matrix.

VENDOR A

NAME & CONTACT

PER-USER / MONTH

CONTRACT TERM

VENDOR B

NAME & CONTACT

PER-USER / MONTH

CONTRACT TERM

VENDOR C

NAME & CONTACT

PER-USER / MONTH

CONTRACT TERM

TIP

Record the headline per-user rate here, but treat it as a starting point only. The real comparison happens in Section 03 once every add-on and one-off fee is included.

02

Feature Comparison Matrix

Tick the box under each vendor for every feature that is **included as standard** in the quoted package. Leave it unticked if the feature is an extra-cost add-on or unavailable — and note the add-on cost in Section 03.

Tick = included as standard **Blank** = extra cost or not available

FEATURE	VENDOR A	VENDOR B	VENDOR C
Auto-attendant / IVR	☐	☐	☐
Call recording	☐	☐	☐
Voicemail-to-email	☐	☐	☐
Mobile softphone app	☐	☐	☐
Desktop softphone app	☐	☐	☐
Microsoft Teams integration	☐	☐	☐
CRM integration <i>(specify CRM)</i>	☐	☐	☐
Call analytics & reporting	☐	☐	☐
Call queues / contact centre	☐	☐	☐
Number porting included	☐	☐	☐
International calling rates	☐	☐	☐
Video conferencing	☐	☐	☐
SMS / business messaging	☐	☐	☐
Fax-to-email (T.38)	☐	☐	☐
Hot desking / shared devices	☐	☐	☐

03

Pricing Comparison

Calculate the true cost of each vendor including all add-ons, not just the headline per-user rate. Fill in the figures below for a 20-user organisation, then carry the three-year total into the scoring section.

COST ELEMENT (PER USER / MONTH UNLESS STATED)	VENDOR A	VENDOR B	VENDOR C
Base per-user monthly fee			
Handset / setup fees (one-off)			
TOTAL YEAR 1 — 20 USERS			
TOTAL 3-YEAR COST — 20 USERS			

FOLD THESE INTO YOUR TOTALS BEFORE COMPARING

Included UK landline & mobile minutes, additional per-minute charges, number-porting fees, call-recording storage add-ons, contact-centre per-agent fees, and any annual price-increase cap. A low base fee with uncapped annual rises can cost more over three years than a higher fixed price.

COMPARE LIKE FOR LIKE

Make sure each quote covers the same user count, the same call bundles and the same contract length before comparing the totals.

04

SLA & Support Comparison

Service reliability and support quality shape your day-to-day experience far more than the feature list. Capture the headline SLA figures below, then tick the support commitments each vendor offers.

SLA / SUPPORT METRIC	VENDOR A	VENDOR B	VENDOR C
Guaranteed uptime SLA (%)	-----		
Average support response time	-----		

SUPPORT COMMITMENT OFFERED	VENDOR A	VENDOR B	VENDOR C
Service credits for SLA breach	☐	☐	☐
UK-based support team	☐	☐	☐
24/7 support for critical issues	☐	☐	☐
Dedicated account manager	☐	☐	☐
Public platform status page	☐	☐	☐
Number porting guarantee	☐	☐	☐

05

Integration Requirements

Document the integrations you depend on and verify each shortlisted vendor can meet them. A missing integration discovered after go-live is expensive to work around — confirm it in writing before you sign.

CRM SYSTEM — NAME, VERSION & INTEGRATION METHOD REQUIRED

MICROSOFT 365 / TEAMS INTEGRATION REQUIREMENTS

HELPDESK / TICKETING SYSTEM INTEGRATION

API REQUIREMENTS FOR CUSTOM INTEGRATIONS

CALL CENTRE / WALLBOARD & OTHER NEEDS (ALARM, DOOR ENTRY, ETC.)

VERIFY, DON'T ASSUME

"Integrates with Teams" can mean anything from full Phone System certification to a basic click-to-dial plugin. Ask for the specific integration name, the licence it requires, and a reference customer using it the way you intend to.

06

Scoring & Decision

Score each vendor out of 10 against the weighted criteria below, then apply the weighting to reach a weighted total out of 10. The highest weighted total is your evidence-backed recommendation.

#	CRITERION	WEIGHT	VENDOR A	VENDOR B	VENDOR C
01	Feature completeness	20%	----- / 10	----- / 10	----- / 10
02	Call quality & reliability	25%	----- / 10	----- / 10	----- / 10
03	Total cost of ownership (3 yr)	20%	----- / 10	----- / 10	----- / 10
04	Support quality & SLA	15%	----- / 10	----- / 10	----- / 10
05	Integration capability	10%	----- / 10	----- / 10	----- / 10
06	Ease of use & admin portal	10%	----- / 10	----- / 10	----- / 10
WEIGHTED TOTAL		100%	----- / 10	----- / 10	----- / 10

RECOMMENDED VENDOR _____

Justification for decision

06

Decision sign-off

Record who made the decision, when, and when the contract should next be reviewed. A diarised review date stops an auto-renewal locking you in before you have re-tested the market.

DECISION MADE BY

DATE

REVIEW / RENEWAL DUE

BEFORE YOU SIGN

Get the headline SLA, the included call bundles, the number-porting commitment and the annual price-increase cap written into the contract — not just the sales proposal. Confirm the porting timeline and any early-termination terms in writing.

Comparing VoIP vendors and want a second opinion?

Cloudswitched designs, procures and migrates business phone systems for UK SMEs — vendor-neutral advice, number porting and a fixed-price cutover plan.

info@cloudswitched.com

cloudswitched.com/services/voip



CLOUDSWITCHED

IT SUPPORT & PROJECT SERVICES

info@cloudswitched.com

New London House, 6 London St
London EC3R 7LP · United Kingdom