

Voice Services Comparison

Updated 05/03/2022

	Google Voice	RingCentral	Intulse
General			
Monthly Cost	\$10 to \$30/mo. per license	\$30 to \$60/mo. per user	\$22 to \$52/mo. per user
Initial Setup Process	Streamlined Self-Onboarding	Streamlined Self-Onboarding	Assisted Onboarding
Multi-Member Access	Yes	Yes	Yes
Mobile Application	iOS, Android	iOS, Android	iOS, Android
Security			
Admin Access Controls	Yes	Yes	Yes
Message Archiving	Yes	Yes	
Phone			
Desk Phone	Yes	Yes	Yes
Voicemail to Text	Yes	Yes	Yes
Voicemail to Email	Yes	Yes	Yes
Call Routing	Yes	Yes	Yes
Business Hours	Yes	Yes	Time-Based Routing
Call Recording	On Demand	Automatic and On Demand	Automatic and On Demand
Unlimited Calling	Yes	Yes	Yes
Auto Track Activity in CRM	No	Yes	Yes
Texting			
SMS / MMS	Yes	Yes	Yes
Unlimited Texting	Yes	Yes	Yes
Reporting & Tracking			
Reporting Capabilities	Robust	Robust	Robust
Exporting Capabilities	Moderate	Robust	Robust
Other Included Features			
Team Messaging	No	Yes	Yes
Faxing	No	Yes	Yes
Video Meetings	Through Google Meet	Yes	Yes
Integrations			
Zapier Integration	No	Yes	Yes
Other Integrations	Google Workspace apps only	Salesforce, Redtail	Salesforce, Redtail, Wealthbox, Hubspot

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<u>G2 Rating</u>			
Overall	4.2/5	3.9/5	3/5
Ease of Setup	8.5/10	7.4/10	Not Enough Data
Ease of Use	8.7/10	8.2/10	Not Enough Data
Quality of Support	7.8/10	7.6/10	Not Enough Data
Summary			
Best For Firm Size	Small	Any	Any
Best Features	Low cost	Robust	Ability to integrate with financial planning CRMs
	Easy to use	Longevity and reliability RingCentral video	Desire to innovate and add new features
Worst Drawbacks	Lack of team messaging Lack of ability to integrate with CRMs or Zapier	Onboarding takes a little bit of time and effort, especially if you are transferring a number.	Newer, still-growing company
Outcome			
Google Voice	For smaller firms or those just getting started, Google Voice has a low barrier to entry. Its low cost, reliable service is easy to use and integrates within the Google ecosystem.		
RingCentral	RingCentral is one of the most well-known VOIP systems. Zapier integration and RingCentral video conferencing are included in all plans. Its longevity, reliability and wide range of integrated features make it a strong choice for any firm.		
Intulse	Intulse is a new player on the market, but they are targeted directly to RIAs. They are a small, nimble company that is constantly adding new features, including Zapier integrations and direct tracking to Wealthbox, Redtail, Salesforce and Hubspot CRM.		

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