



**How an
ANSWERING SERVICE
Can Transform Your
BUSINESS**





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Whether a start-up business or a Fortune 500 company, each business has problems and inefficiencies that they must overcome to continue on the road to success. These problems can include anything from training employees, bridging the gap between your C-suite and hourly employees to ensuring you have the right staff to accomplish the everyday tasks.

Fortunately, there is one thing you can check off your never-ending task list, guaranteeing you have the right person answering your calls and feeding your leads. Partnering with an answering service can make your business run smoother and become even more profitable. We'll walk you through a variety of business scenarios, identify the problem and then provide you with an ideal solution.

Being able to identify and solve these problems will make the difference and help you grow and maintain your business.



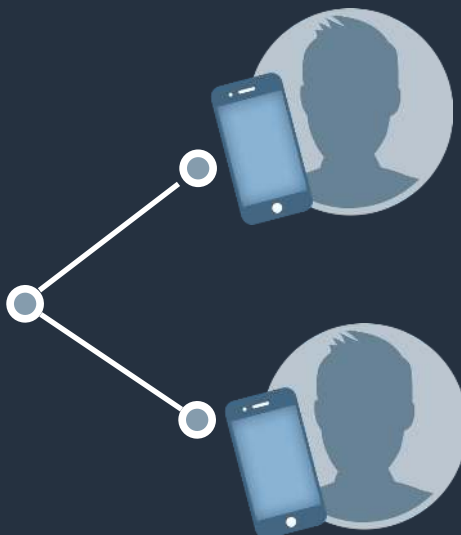
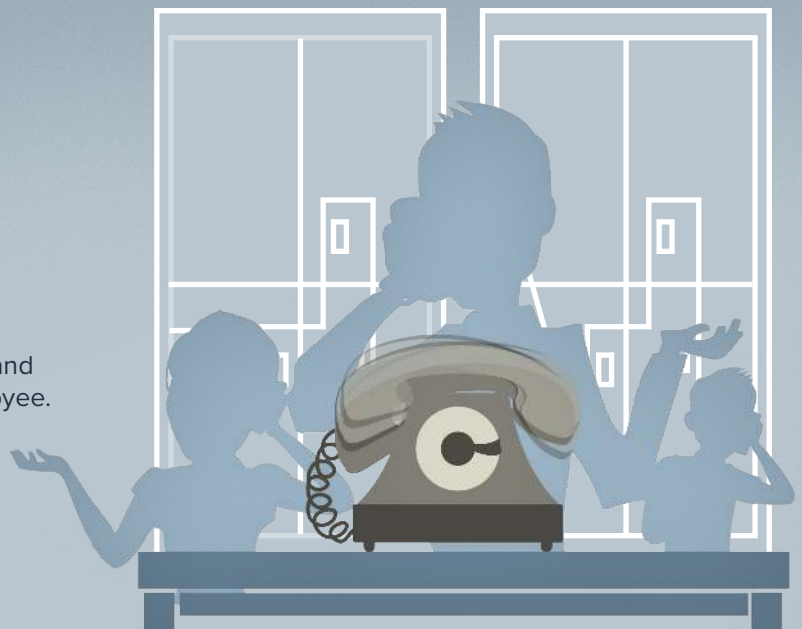


Scenario 1

You run a successful business. It started off as a small office, but now you have more associates to help with your ever-growing customer base. You are beginning to have issues that as a smaller company you never experienced.

Problem:

You need to hire more associates to manage the influx of incoming calls but you are limited on the space available and don't have the budget for another full-time, salaried employee.

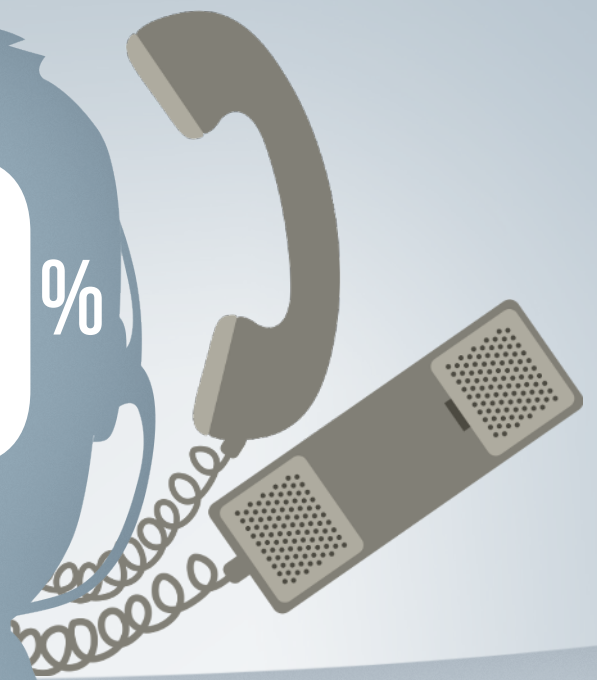


Solution:

With an answering service, you eliminate the need to make more room. An answering service will act as an extension of your business, seamlessly transitioning calls between their US-based centers, your clients and the right person within your company.



20%



OF HIRING A FULL-TIME SECRETARY.

Added Benefits

This also saves you the overhead of hiring a receptionist which average a:

\$33,320

YEAR SALARY ^[1]



Problem:

Attending to current customers and not having the capabilities or bandwidth to respond to new customers.

Solution:

By hiring an answering service, you expand your workforce when needed to take calls and appointments all while you respond to your current customer's needs.



Scenario 2

You run a successful business and you enjoy being able to provide a service to your customers. But, you also have a family and a life outside of work. Maintaining that balance is important but finding the right solutions is proving difficult.

Problem:

Your business has normal operating hours, but your customers do not. You have no one to answer the calls you receive after hours.



Solution:

Solution: Your answering service will be able to handle all your calls; 24 hours a day, seven days a week, 365 days a year. This allows you to always be available whether for emergency situations or for customers who don't have the option to call during your normal operating hours. The service can screen calls by your instructions and then urgent calls can be patched through to your staff, while less time sensitive messages can be sent by email or text. And best of all, you don't have to stay tethered to your phone!



Scenario 3

Your business is service-oriented and if you don't answer the phone, you can lose a customer. You want to continue to grow your business and increase your customer base, but you just aren't sure how.

Problem:

Business is booming and you're busy managing clients. You don't want to miss out on answering any potential new calls.



Your call is
IMPORTANT
to us! Please leave a
message after
the tone.



Solution:

Having a current or potential customer's call received by a live representative answering just as if she were your personal receptionist, whether or not you can get to the phone, will keep your business growing and customers feeling cared for. Your virtual receptionist can even schedule appointments, answer basic questions such as prices, services offered, and business hours. From simple to complex, your answering service can do just about anything your own receptionist could do.

Problem:

Being out in the field and not having the ability to do your job and answer the phones at the same time.



Solution:

By partnering with an answering service you take the responsibility of incoming calls off of your plate. You can now concentrate on your current clients while still fielding calls from new customers.



Scenario 4

Your business requires you to be out in the field to provide service to your customers, in some cases with urgent needs. You want to be sure your customers are cared for with the prompt services needed for each situation and struggle to find the best system.

Problem:

You want to be as responsive as possible to customers who have pressing needs without neglecting potential customers and existing customers.

Solution:

Accurate and prompt notes of each call are delivered through a customized CRM to make sure you are handling each customer with the care they deserve in a timely manner and with precision.



Problem:

Most emergency situations do not happen during business hours. Whether it is a situation with the law or a pipe that burst in your home, having a representative of your company always available will allow you to diffuse most situations and get your customers attended to quickly.

Solution:

Having a friendly and knowledgeable voice greeting your customers, no matter the situation will ease your customers. They'll feel like they've made the right choice.



BETTER SERVICE = BETTER CUSTOMERS

Having outstanding customer service should be a priority for business owners. Happy customers who get their issue resolved tell about 4-6 people about their experience [2]. Whereas, a customer is 4 times more likely to defect to a competitor if the problem is service-related rather than price- or product-related [3]. This just proves the importance of providing high-quality customer service consistently to your existing and potential customers.



Don't let your business growth be a problem. Being able to properly manage the increase of customer needs is key to maintain how your business flourishes. Partnering with an answering service will not only continue a steady growth but it will positively affect your bottom line and create a stronger value with immediate and accurate customer care.

Start your own success story and let us help. Call us at 888-252-6555 to start your free 7-Day Trial.



SOURCES

1- www1.salary.com

2- White House Office of Consumer Affairs

3- Bain & Company