All About Ruby
A Primer for the DC Bar
Hello and welcome!
This year, mobile search will drive more than 70 billion inbound business calls. — Bia/Kelsey

Let’s start with some stats!

74% of callers are likely to choose another business after they have a bad experience.*
This year, mobile search will drive more than 70 billion inbound business calls.

—Bia/Kelsey
Agenda

• Introduction
• What is a virtual receptionist?
• How it works
• Useful features
• Questions
Delivering Great Service
Why are potential clients calling?

- To quickly get an answer – 59%
- To talk to a real person – 57%
- Need more info – 54%
- It’s convenient – 52%
What is a virtual receptionist?

- Answer calls live
- Custom greeting
- Tailored call-handling
- Delightful service
Why Might I Want a Virtual Receptionist?

- Capture more business
- Great first impressions
- Build trust with callers
How it Works
How it Works

A virtual receptionist can ensure your callers reach the right people, route callers to voicemail, and take messages—all according to your unique preferences.

Prospective Client Calls
A caller dials your published number and the call rings through to Ruby.

Warmly Greeted by Ruby
When the phone rings, Ruby’s proprietary software displays all your company’s unique information. A Ruby receptionist answers the call using your custom greeting.

Receptionist Takes Action
Based on your instructions, the receptionist will either forward the call to your preferred line, take a message, or offer the caller voicemail.
THE CLASSIC FORWARD

CALLER

Published number

VIRTUAL RECEPTIONIST

Extension, Cell or Personal number

YOU
Ruby’s Services Include

Bilingual Receptionists
Bilingual receptionists show Spanish-speaking callers that you care about their needs from the very first interaction, building trust that’s enhanced with every subsequent call we answer.

Evening and Weekend Call-Answering
Not every business runs 9am to 5pm. Sometimes you need your phones answered in the evenings or on weekends. A virtual receptionist has you covered!

Outbound Calls
We can also make return calls on your behalf to confirm appointments, collect additional information, and more. With your receptionists busy gathering the details, you can focus on the work that grows your business!

Live Call Answering
How would you like your phone answered? With custom greetings, intakes, and flexible call-handling, a virtual receptionist service is your productivity partner. Whether you’d like all your calls held, sent to voicemail, or a warm transfer directly to your line—you can count on Ruby!
Call Handling Best Practices

• Types of calls
• Prioritized?
• Schedule
Forwarding Options

- Full-time
- Part-time
- Overflow
Useful Features
Temporary Instructions

Need to step away? We've got you covered.

CURRENT STATUS
- My normal call handling

SCHEDULED
- TODAY — FRIDAY, DEC 11
  - 1:00 PM Running Errands
    ALL COMPANIES
- THURSDAY, DEC 17
  - 4:00 PM On vacation
Status

Status Time: [Set Specific Date/Time]
Start Time: 02:30 PM
Start Date: 06/20/2017
End Time: 03:30 PM
End Date: 06/20/2017
Calls To: Desk
Instructions:

Hold My Calls 3:32
1 hr 2 hrs End of day Clear

What's your new status?

Set for the Day
Hold My Calls
Away or on a Business Trip
Take a Break
Out of Office

Apple Watch too!
Call Forwarding

App

Site
Email, text, & mobile alerts
Activity and Call Details
Choose Caller ID and Import Contacts
INTEGRATION WITH

Clio

rocket matter

Lexicata®
Intake
Outbound Calls
There’s more!

A real person who cares about your practice will answer every call
Save money without sacrificing quality
Special Offer

Sign up for Ruby by the end of September 2017 and you’ll receive $125 off your first month’s invoice!

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