

Navigating the changing landscape of the home services industry.

An uncertain economic future and new safety concerns have many families thinking carefully about how they spend their limited budgets. There are a number of ways you can help protect your team's health, support your customers, and maintain your business during these unstable times.



PRIORITIZE & COMMUNICATE SAFETY

- Be proactive in communicating with your team and customers to tell them about new procedures you've implemented to ensure their health.
- Plan ahead to maintain your inventory of personal protective equipment (PPE).
- Implement virtual meetings, diagnostics, and estimates when possible.



STAY VISIBLE & CONNECTED


- Resist the urge to go dark. Send an email to your employees and customers that clearly spells out your plans to keep the business running in a safe fashion.
- Thank your customers for their past business and let them know that your team is available and on-hand to assist during these times.
- Be generous with your expertise. Many people are tackling DIY home projects and would love to hear tips and advice from professional contractors.

BUILD SMART SUPPORT INTO YOUR PLANS

Be realistic about the support you will need to sustain during challenging times. Likely, you're juggling homeschooling, more home cooking, and other activities that eat into your normal work days.

Ruby offers live virtual receptionists and chat specialists that can take the pressure off of you during times when you need to turn your full attention to matters outside of your business:

- Adjust your availability on-the-fly
- Fraction of the cost of full-time admin support
- Collect in-take details, update schedules, take messages, answer common questions



"The team at Ruby always does a phenomenal job. I am always very impressed with the communication they give our customers. The response time was unbelievable with my email today. Thanks for being on top of things."

Wendy
ABSOLUTE CLIMATE CONTROL

Try Ruby risk-free and see why 10,000+ customers trust us with their most valuable asset: their customers. Business owners who work with Ruby report increased productivity, better profit margins, and higher client retention rates.

Learn more about how Ruby's live, friendly receptionists and chat specialists can help you turn contacts into customers. **Contact us today!**