

Making your case:

HOW TO CONVINCE YOUR ADMINISTRATION

Ruby's virtual receptionists reduce the burden on overworked staff by providing a compassionate, professional first line of response to anxious parents and students that also removes the need for a physical phone system. Combined with our website chat services, we not only offer a new channel to address questions but to capture potential students as well.

It may sound too good to be true, which is why we're here to help you make the case for Ruby with your staff and administrators.



Illustrate the problem your staff is experiencing with examples.

What are the pain points and how are they negatively affecting the school or students? Provide specific examples. For instance, perhaps your staff can't keep up with increased calls.

EXAMPLE:

"Our phone system can only transfer calls to physical phones within our office. This means any off-site staff cannot be reached, delaying important conversations or preventing teachers from connecting with students."



Explain how Ruby solves those problems.

Illustrate how the staff's day-to-day can be improved by implementing Ruby as well as how students and parents benefit. Then, share additional perks not provided by the current solution, such as incomplete messages, missed calls, calls going to message, and crossed wires.

EXAMPLE:

- Ruby's ability to answer basic FAQs saves staff time to focus on more complicated requests.
- Administrators and staff receive notifications for messages and voicemails, eliminating lost or miscommunicated information.
- The dashboard tracks all calls so we can see areas or departments that need additional support.



Have a plan for how Ruby will fit into your current system.

Who will be the main point of contact?

When do you plan to start using Ruby?

What calls will Ruby answer and at what times?

Where will Ruby direct calls?

Which staff members have the ability to turn Ruby on and off?

Here's a sample email you might share to start the conversation:

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TO:

FROM:

SUBJECT:

We all know our office needs assistance in addressing the rise in communications from both parents and students.
Right now, we're only able to/we're not able to...

I've already found a company offering a solution that not only solves this problem but also can reduce our overhead costs. Here are some details:

Company: Ruby

Credentials:

- Established in 2003
- 10,000 business customers, including education customers
- 4.7/5 average score on Trustpilot score

Cost: 10-50% of average school receptionist salary per year & eliminates the need for a physical phone system

Features:

- Full-time, part-time or as-needed support
- Offers warm transfers or voicemail/take a message
- Can transfer calls to staff's office, home, or personal cell
- 24/7 x 365 live answering
- Spanish-speaking receptionists
- U.S. based staff (headquartered in Oregon)
- The Ruby app allows for Ruby services to be turned on and off easily
- Website chat also available as an additional service

Integrating a virtual receptionist service into our office not only ensures all calls are answered by a professional and compassionate person, but it will help our current staff be more productive. Additionally, Ruby can get calls where they need to go even in a remote learning environment, and allow staff to control when they are ready to receive calls.

The best part is they offer a 21-day money-back guarantee and month-to-month service, so, financially, we're not taking a budget risk.

I'd love to share with you more information about the tool or, better yet, connect them with their team if you have additional questions!

EMAIL MY TEAM