



Established
2003 in Portland, OR.

Founder
Jill Nelson

Employees
650+

Vision

We deliver exceptional experiences that build customer loyalty and empower businesses to freely pursue their purpose, cultivating diverse and thriving local economies.

Mission

We create meaningful connections and provide actionable insights that capture opportunities and give businesses the freedom over when and how they communicate so they can achieve more.

What we do

Ruby® is a US-based customer experience solution providing live virtual receptionist and web chat services.

- 24/7/365 coverage
- Bilingual receptionists
- HIPAA-compliant communications
- Call forwarding
- Appointment scheduling
- Lead qualification and intake
- Robocall filtering
- Outbound call assistance
- Phone number hosting
- CRM integration

The Ruby Difference

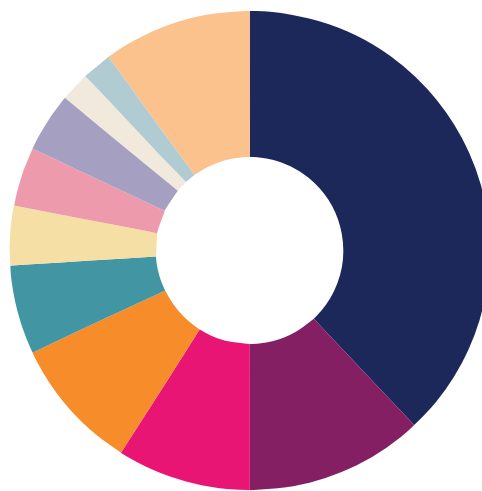
Partner in growth

20%+ boost
in new business leads

10%+ increase
in customer happiness

10+ hours
of time gained back per month

40% higher
conversion rate with live chat



Best-in-class training

Award winning
training team

60+ training
modules in first 90-days

35 hours
of training before taking calls

2-8 hours
of 1:1 training during first calls

Customer Segments

- Legal 38%
- Home Services 12%
- Business Services 9%
- Financial & Insurance Services 9%
- Medical 6%
- Technology 4%
- Real Estate 4%
- Retail 4%
- Personal Services 2%
- Automotive 2%
- Other 10%

Technology

Proprietary software

- Develop features based on customer needs & receptionist efficiency
- Local details like time, weather & Google maps available in software
- Acquired PureChat, a full-service & AI chat technology in 2019

Ruby mobile app

- Top virtual receptionist app in the Apple store
- Quickly update availability
- Activity notifications & tracking
- Business or personal caller ID toggle
- Outbound call requests
- Contacts and calendar sync
- Text from app

Key Metrics

- Trusted by more than 13,000 small businesses
- 10+ years on the Inc. 5000 list & Oregon's Fastest Growing companies
- 72% of management positions held by women
- TrustPilot Trust Score: 9.1
- Average customer satisfaction score: 95%



Kate Winkler
CEO



Stephanie Copeland Weber
President & COO



Jace Thompson
CFO



Rebecca Grimes
CRO

Resources

- Content Library: in-depth resources such as ebooks, tip sheets, and webinars covering industry-specific topics
- Resource Hubs: a collection of Ruby's top tips, tricks, and tools
- Ruby Blog: insightful reads on how to improve customer experience, build a business, and more

Collaborations & Integrations

- GoTo
- Telarus
- Nextiva
- Scorpion
- Clio
- Rocket Matter