



The entrepreneur's dilemma: scaling up without losing touch

Every small business has an origin story. For Nick Murdock, it all started with a truck.

"Initially, I bought an old, decommissioned moving truck and helped out with junk removal," said Nick. "Eventually, more and more people started asking if they could hire me to help them move and I began to think maybe there was a real opportunity."

That opportunity, which was once a part-time endeavor between college classes, transformed into Murdock's Moving & Hauling, a residential and commercial moving company with a three-truck fleet traveling up and down the west coast.

Growing pains

As Nick knows, with growth comes new challenges.

"That's the entrepreneur's dilemma," he said. "How do you let go of certain aspects of your business and trust other people to do them?"

Nick is not alone in his search for another set of hands. As a 2021 survey from [Clutch](#) revealed, eight out of ten small businesses have outsourced or are considering outsourcing business functions to better manage their priorities.

Trusting a new partner in your business can be an adjustment and Nick knew he wanted a high-quality service that could easily fit with his team.

"Not unlike myself, Ruby has great reviews and I wanted to go with the best," said Nick. "A cheaper price isn't always what you should go after."

Move aside, voicemail

Working with Ruby allowed Nick's team to ensure their customers are greeted by a real, caring professional, rather than a voice mailbox when their office manager is unable to answer the phone or tied up with another task.

"Nobody likes to leave a voicemail," said Nick. "If they talk to Ruby, though, they know they've been heard. They know someone will follow up with them."

Using Ruby for part-time answering gives Nick not only peace of mind, but flexibility. He's able to customize every aspect of how Ruby's receptionists work for his business, including how calls are handled and instructions for specific types of callers.

And Ruby keeps Murdock Moving in the loop by collecting the necessary information from each caller and passing it over to Nick's team.

"We get a neat email from Ruby with all the bits of information we need," said Nick. "When we call customers back, it's not just a blank sheet. We never have to ask them to repeat their information, which helps us stay efficient."

Up and running

For any business, getting started with new technology or outsourced solution can feel overwhelming. Nick enjoyed how quickly he was able to get up to speed.

"It was really just a phone call and a couple emails, and all of a sudden, everything was set up," said Nick. Changing his instructions was just as easy. Initially, Ruby's receptionists were asking callers a longer series of questions. After working with Ruby to gain a better understanding of his callers' needs and figure out the optimal approach, however, Nick was able to get more value from the service and improve caller experiences.

"At first, I wanted Ruby to get everything it could, but I realized that wasn't realistic," said Nick. We were able to streamline our questions and now we're not eating up too many minutes, but customers still get one-on-one time over the phone.

An easy decision

Thinking of using Ruby to grow your business? Nick offers this advice:

"Ruby is a great choice. If you're at a point in your business where you need to scale up, it's the best choice. It's an excellent decision for any kind of growing business to help alleviate some of the stress of a busy season or high call volume. Using Ruby is a no-brainer."