



How to turn more callers into clients

An overview of growing your practice with virtual receptionists

ruby[®]



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The business call is back.

Did you know that, of all the ways they can contact businesses, legal customers still prefer to make phone calls?

In fact, every year, more than 170 billion calls are made from mobile click-to-call alone.¹

Law firms big and small are seeing an explosion of inbound calls. Thanks to smartphones, the very minute a potential client has a need, they can find an attorney who meets it.



65%

of people have used a phone to call a business in the past month²

42%

of people pick up the phone to call a business at least once a week³

59%

of people call a business at least a few times a month⁴

¹ [INVOKA.](#)

² [IBID.](#)

³ [IBID.](#)

⁴ [IBID.](#)



Missed calls are missed opportunities.

Potential clients are phoning in, and if you aren't answering their calls, you're driving them straight into the arms of your competitors.

What's more: If you're picking up but fail to make a good impression, **you stand to lose out on a lot more than a single case.**



OF PEOPLE WHO CALL A BUSINESS:

58%

Are calling to make a purchase of \$100 or more.⁵

24%

Are calling to make a purchase of \$500 or more.⁶

74%

Of customers say they are very likely to choose another law firm after a poor phone experience.⁷

⁵ [INVOCA.](#)

⁶ [IBID.](#)

⁷ [IBID.](#)



Word-of-mouth continues to be the most effective form of marketing. While positive reviews earn referrals and help your business flourish, **a poor customer service reputation can be irrevocably damaging to your firm.**

Most attorneys cannot afford to miss a call from their next big client, but balancing the lengthy list of operational to-dos with a quality customer service experience (let alone a ringing phone) can be a nearly impossible feat for many.

OF PEOPLE WHO HAVE A BAD PHONE EXPERIENCE:



70%
are likely to complain
to friends and family.⁸



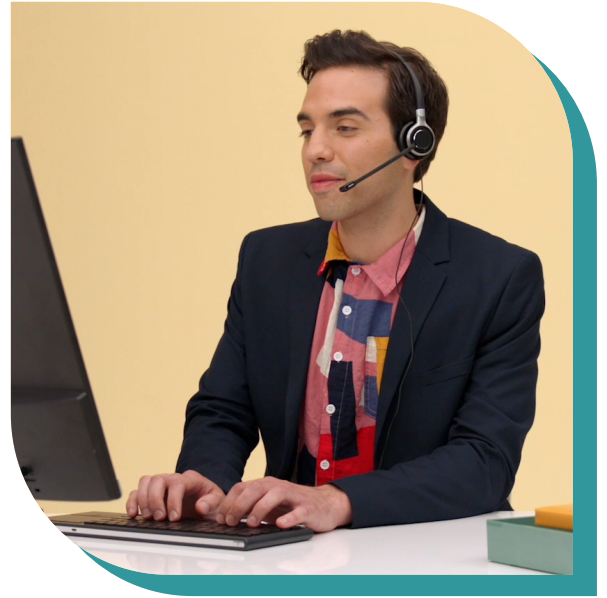
30%
are likely to leave
a negative review.⁹

⁸ [INVOCA.](#)

⁹ [IBID.](#)

What is a virtual receptionist?

Virtual receptionists work remotely, offering callers the opportunity to connect with a real, live person who represents your firm. Unlike automated phone systems, virtual receptionists delight callers and clients while performing the same tasks as an in-house hire at a fraction of the cost.



MOST VIRTUAL SERVICES CAN:

- ✓ Answer and transfer calls
- ✓ Take messages
- ✓ Relay information on your behalf
- ✓ Field FAQs
- ✓ Collect important intake information



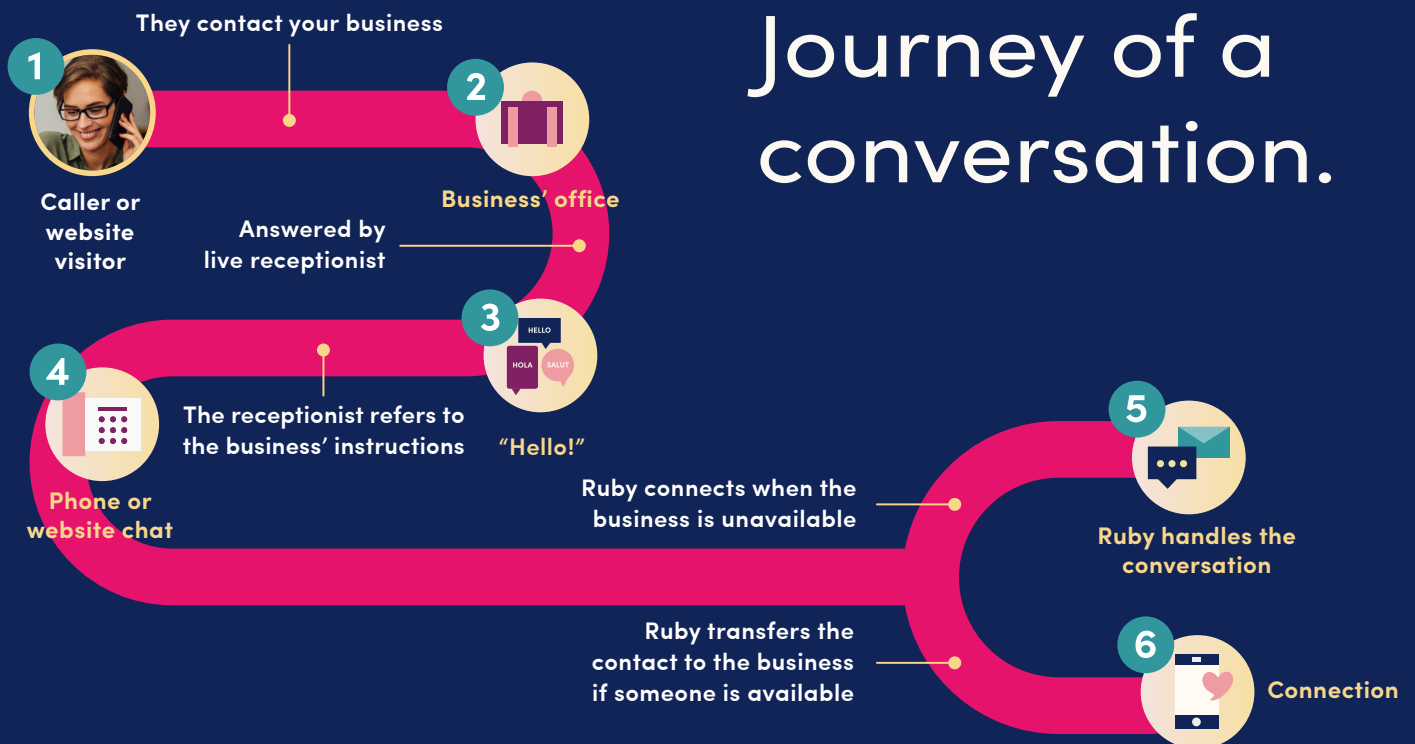
How it works

SAMPLE CALL FLOW A:

The best solutions will work with you to build customized instructions that fit your unique needs. You choose when your calls are forwarded, which callers you take, and whether receptionists will offer to take a message or transfer a caller to voicemail!

A RECEPTIONIST WILL:

- ✓ Greet your caller
- ✓ Dial your phone line
- ✓ If you answer, the receptionist will offer to connect you with your caller
- ✓ If you're not able to take the call, they'll offer to take a message or transfer the caller to your voicemail
- ✓ Send you an email, text message, or mobile app notification containing the details of your call



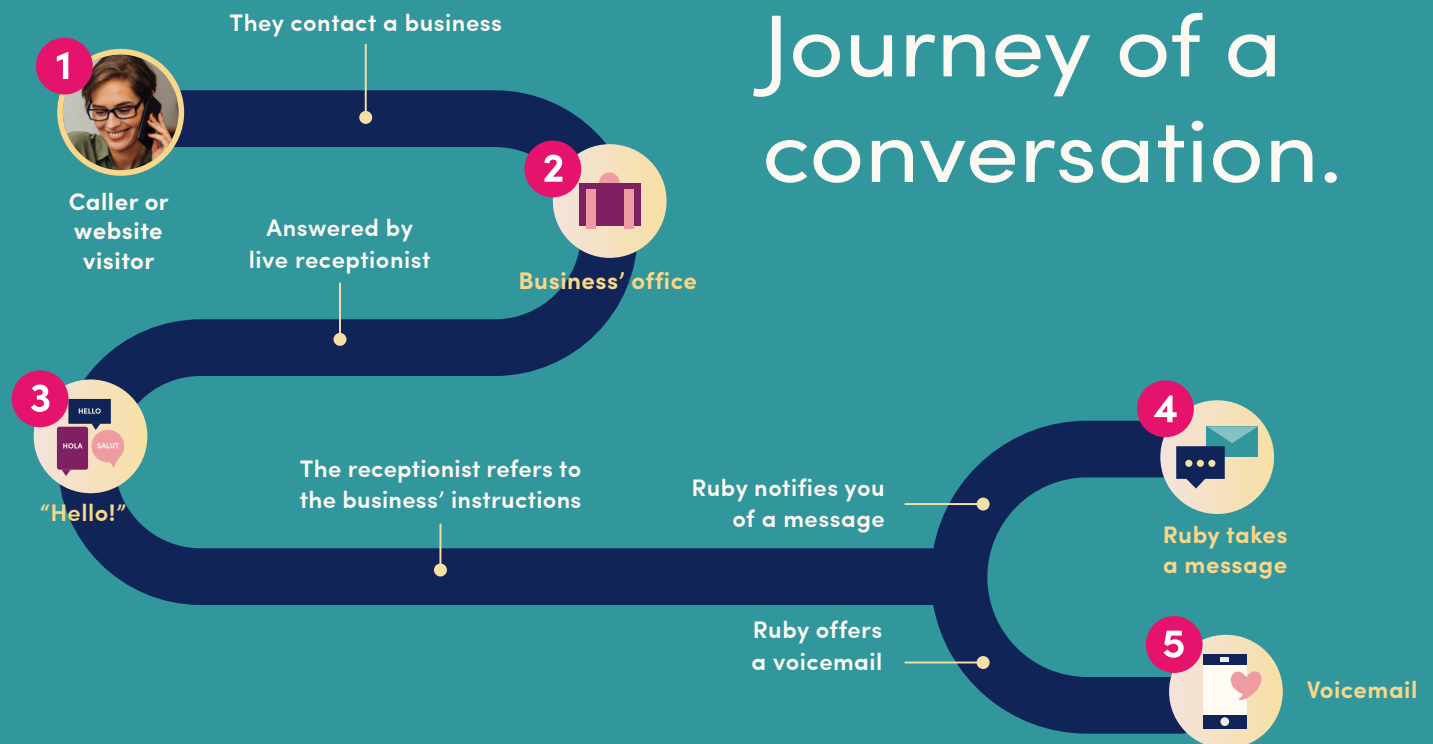
How it works

SAMPLE CALL FLOW B:

If you're in a meeting, on the go, or otherwise can't come to the phone, your virtual receptionist can typically take messages or connect callers to voicemail—without first trying your line.

A RECEPTIONIST WILL:

- ✓ Greet your caller
- ✓ Offer to take a message or transfer to voicemail
- ✓ Forward the call details to you, including any messages
- ✓ If you'd like, receptionists can also let callers know when you're busy, in court, or unavailable to take their call





Grow your practice.

The first step in earning a prospective client's business is picking up the phone when they call. Happy callers convert into loyal clients when you impress them from the very first "hello."

Four ways virtual receptionists increase revenue

1. Money saved without sacrificing quality.

Gain a team of model professionals who are never sick, late, or on vacation, at a fraction of the cost of a single on-site employee.

2. Freedom to focus on your practice.

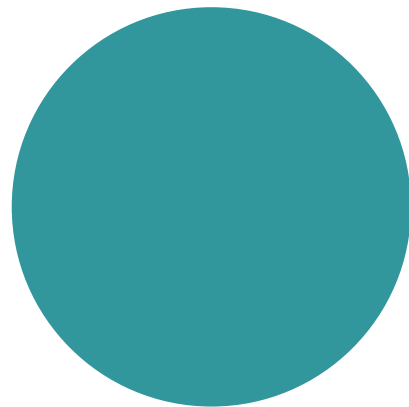
Funnel your energy toward the big picture while resting assured your receptionists are representing your brand with enthusiasm.

3. Human connections create client loyalty.

Build trust and meaningful relationships for a quantifiable ROI that takes shape in increased referrals and returning opportunities.

4. Business earned with every answered call.

Turn more callers into clients when you have virtual receptionists serving as an extension of your firm.

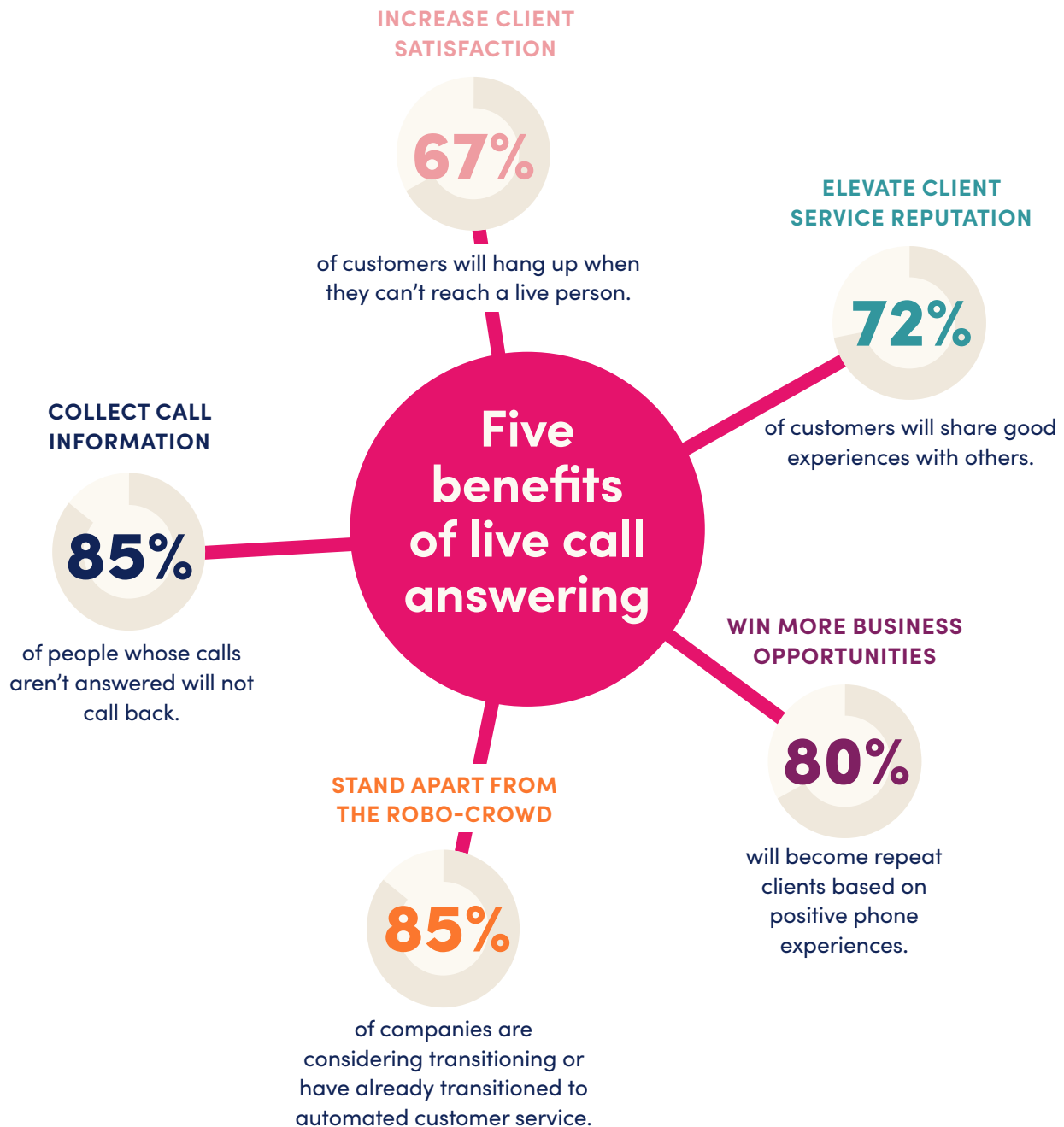




Strengthen client relationships.

Meaningful, lasting connections with customers are key to growing a sustainable business. Live answering with a virtual receptionist helps you enrich relationships with callers and potential clients, building loyalty and growing your practice.

What are the benefits of live call answering?






Comparing services

A high-quality virtual receptionist solution is customized to fit all your business needs and is staffed by real, caring professionals. That irreplaceable human touch creates meaningful connections with callers, strengthens your reputation, and generates lasting loyalty and word of mouth.

Critical questions for virtual receptionist solution providers

When looking at solutions, ask yourself each of the following questions, then rate your level of confidence from one to ten, ten being the highest. After you've scored providers against the criteria below, take a look at your results. If your cumulative score falls below 80, consider another option.

	Provider A	Provider B	 Ruby
1. Will 100% of the calls the service handles be answered live?	<input type="text"/>	<input type="text"/>	<input type="text"/>
2. Are your receptionists based in the US?	<input type="text"/>	<input type="text"/>	<input type="text"/>
3. Do you offer receptionist services in English and Spanish?	<input type="text"/>	<input type="text"/>	<input type="text"/>
4. Does your solution support multiple communication channels?	<input type="text"/>	<input type="text"/>	<input type="text"/>
5. Does your solution include live transfers, personalized greetings, and customized call handling?	<input type="text"/>	<input type="text"/>	<input type="text"/>
6. Does your company provide training and supervision for receptionists to ensure quality?	<input type="text"/>	<input type="text"/>	<input type="text"/>
7. Do you provide ongoing support from a real person?	<input type="text"/>	<input type="text"/>	<input type="text"/>
8. Do you own the technology powering your solution?	<input type="text"/>	<input type="text"/>	<input type="text"/>
9. Does your company offer flexible plans that meet the needs of my business?	<input type="text"/>	<input type="text"/>	<input type="text"/>
10. Will your solution help my business grow?	<input type="text"/>	<input type="text"/>	<input type="text"/>
	————— TOTAL —————		
	<input type="text"/>	<input type="text"/>	<input type="text"/>

Delight your callers with Ruby.

WE TURN CALLERS INTO CUSTOMERS

Ruby's team of virtual receptionists help businesses grow and realize big dreams. We deliver great first impressions, help you capture new business opportunities, and ensure wow-worthy customer experiences, every time.

Our receptionists are highly trained in the art of service and equipped with proprietary technology that enables them to handle each and every call in line with your business's unique instructions.

We're available 24 hours per day, 7 days per week, 365 days per year to serve as a seamless extension of your business. Callers will never know we're not in your office!





What's inside Ruby's service?

MANAGE YOUR BUSINESS & YOUR DAY WITH RUBY'S TECHNOLOGY

Our technology gives you the tools you need to manage your practice and time, easily and conveniently, from our online portal or Ruby's app, available for iOS and Android devices. You can turn Ruby on and off, update your availability, check messages on-the-go, sync contacts and calendar, and even return calls and text from your business number. That's right, Ruby can host or provide you with a phone number so that you can keep your personal number private! With unlimited talk time after transfer, as many voicemail boxes as you need, and no startup fees—the reasons to try Ruby now are virtually unlimited.

PROFESSIONAL RECEPTIONISTS

Our friendly, virtual receptionists answer calls live from our offices across the US.

RUBY-HOSTED NUMBER

When we host your business number, your cell phone can double as your work phone. Choose to dial out from your personal or work number from the Ruby app.

THE RUBY APP

All you need to run your business is Ruby and a cell phone. From the palm of your hand, you can forward your calls, set your status, check messages, and more.

MESSAGES & INTAKE

In addition to answering and transferring, we take messages, gather intake, and field FAQs on your behalf.

OUTBOUND CALLING

Need an appointment set? Or more information from a client? We can make calls to help you wrap up loose ends.



EASY SCHEDULING

Our receptionists can schedule appointments for you, working with your preferred calendaring system through your website, so you're never double-booked.

VOICEMAIL BOXES

Customize your own voicemail greeting or have Ruby record a professional message for your Ruby voicemail box!

BUSINESS-NUMBER TEXTING

That's right. From the Ruby app, you can text from your hosted business number, keeping your personal contact info private.

VOICEMAIL TRANSCRIPTION

Not in the right place to listen to a voicemail? No problem! Our voicemail transcription feature can get you the information you need via our app.

CONTACT INTEGRATION

Integrate your contacts with Ruby's service so that we can treat callers with a little added familiarity. They'll never know we aren't in your office.

BILINGUAL RECEPTIONISTS

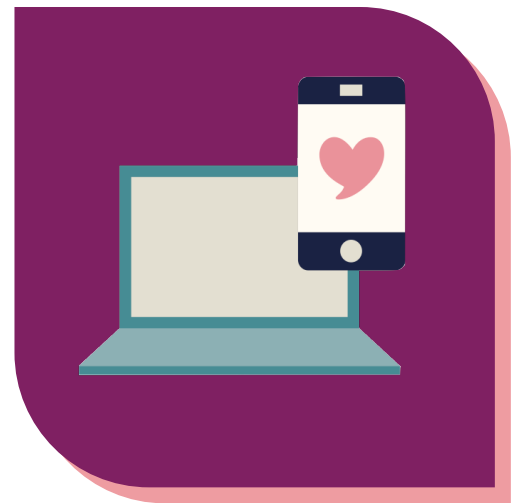
Our team of Spanish-speaking receptionists ensure your callers and clients receive exceptional customer service experiences in their preferred language.

What do attorneys say about Ruby?

"Ruby helps us save time and make a great impression. We are a small law firm with a huge emphasis on service and relationships with our clients. Ruby helps us look good: we started to receive positive feedback from our existing clients within just a month."

Whittley Pike

RANDALL & BRYANT LAW OFFICES, P.C.



"Ever since we signed up with Ruby we've been able to recover 10-15% of our inbound leads and over \$1,600 in marketing costs per month. That's a huge return for our investment with Ruby and we're just getting started!"

Ariel Istueta

ISTUETA ROOFING



Start turning
callers into
clients with
Ruby.



Start elevating your
client experiences,
closing more business,
and growing your
practice with Ruby.
Contact us to learn more.

866-611-RUBY (7829)

www ● ruby ● com