# ruby®

# The ROI of personal connections.

A BUSINESS GUIDE

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# What could an extra $345k mean for your business?

If you're like most entrepreneurs, you probably have a wish list a mile long of ways in which you'd like to invest in your business's continued growth. But there's never enough capital to do it all.

So, how do you, as a small business owner, find ways to invest in your business with limited time and resources? From marketing efforts to new product features to customer service, the areas of opportunity are seemingly endless. What should your business be prioritizing to stand apart from the competition? To get a worthwhile return on investment?

The answer might be more straightforward than you think. The most efficient—and perhaps most essential—avenue you have to organic business growth is to simply build more meaningful connections with your existing customers and prospects.

In this ebook, we'll explore the disconnect between customer expectations, and the ability of business owners to deliver on those expectations, as well as all of their other business goals. We'll dig into the value of personal connections with customers and prospects, and the impact every individual interaction can have on your bottom line.

**And most importantly, we'll demonstrate the ROI of 1:1 conversations and how cultivating an engaged customer base can boost profitability—catapulting your business forward.**

# The disconnect: customer expectations vs. reality.

Manage employees. Deliver services. Sell products. Balance the books. Comply with legal requirements. Pay taxes. Stock supplies. Check and send email. Respond to service inquiries. Update the website. Answer calls and respond to voicemails. Your daily task list is constantly growing as a small business owner.

How do you find time to give everything the attention it needs? Especially your customers? While service delivery or product sales may be the core of your business, it's easy for customer communications to get short shrift. In the course of your busy day, are you as responsive as you should be to customer phone calls or sales inquiries? When you communicate with customers, are those touchpoints personalized or done at scale?

It can be easy to rely on voicemail as a method of separating the "important calls" from the clutter, or to rely entirely on set-and-forget tools to do the work of marketing and customer outreach.

But in the name of convenience, you run the risk of alienating the very people you're trying to reach. Companies that **exclusively** use automated platforms to communicate with customers may be contributing to a modern epidemic of disconnection. And if you aren't answering the phone or following up on a website chat, how much business might you lose? Across industries, consumers report feeling unheard and undervalued.

**The good news is, the convenience of technology can be leveraged effectively in today's business world without compromising a customer's ability to connect with your company. They key is using these tools to empower the human element rather than replace it.**
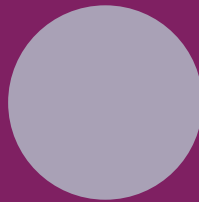
# 47%
**of Americans say they lack meaningful, daily face-to-face social interactions.[1]**

# 75%
**of organizations believe they're customer-centric, but only 30% of consumers agree.[2]**

# 71%
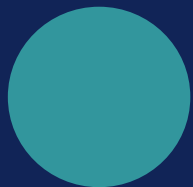**of American consumers say the messages they receive from businesses never, rarely, or only sometimes feel personal.[3]**

[1]  **CIGNA, 2018.**
[2]  **CAPGEMIMI, 2017.**
[3]  **PR NEWSWIRE.**

# The value of personal connections with customers.

Anyone who has played phone tag with a business, leaving voicemails and waiting days to connect with someone real, knows there's a gap between customer service expectations and outcomes. Ditto for anyone who has waited on hold, pressed "0" multiple times to speak with an agent, or experienced more than one re-routing in a single call. Within this gap lies an opportunity for businesses to stand out.

**Companies that focus on relationships and accessibility not only retain more customers and build stronger reputations than their competitors, but also generate more frequent referrals and recommendations.**
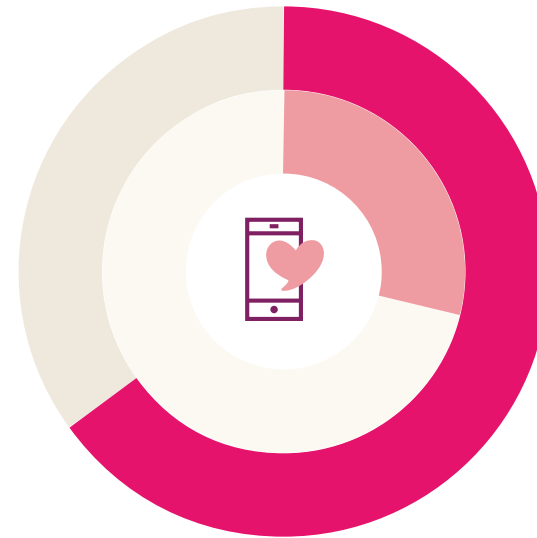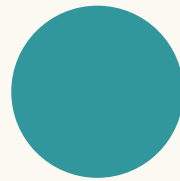
Connection is the secret ingredient among brands that establish passionate followings and robust books of business without ever spending a dollar on advertising.
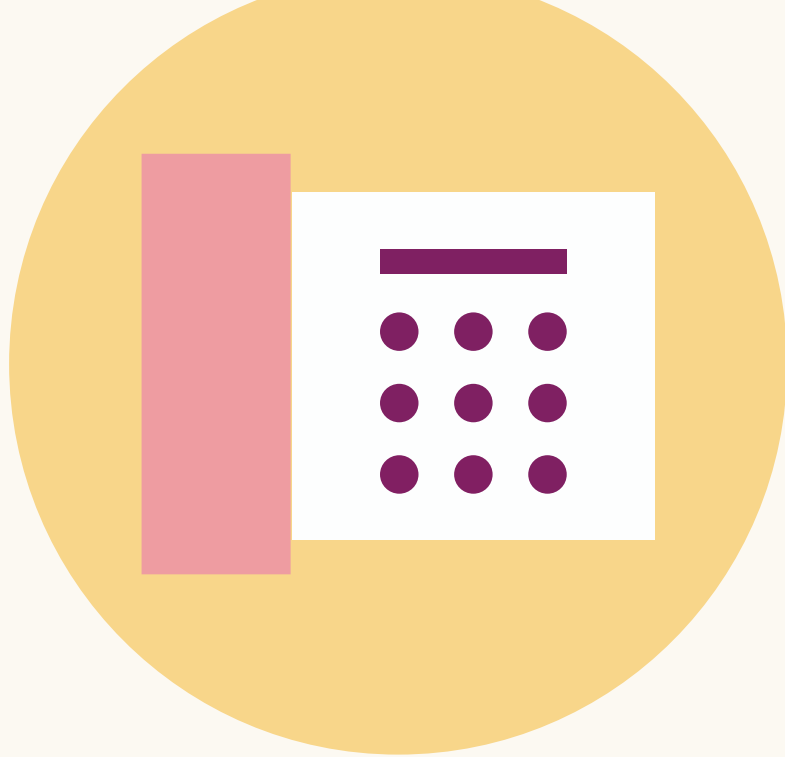
# The value of accessibility: by the numbers.

Businesses that offer easy accessibility by phone or online chat are achieving results.
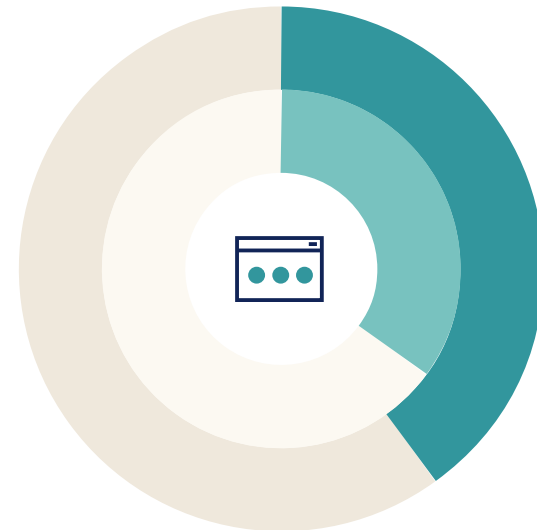
## RECEPTIONIST SERVICES

### 65%
of potential customers want to reach a business by phone.

### 29%
of these calls lead to a purchase.[4]

## LIVE CHAT SERVICES

### 40%
higher conversion rates are being achieved by businesses that engage prospects with online chat.

### 35%
of consumers prefer to reach out to businesses via online chat.

# Missed connections are missed (business) opportunities.

How much potential revenue are you losing to voicemail?

Today, consumers are calling businesses more than ever. We're talking about more than 170 billion calls from mobile click-to-call alone.[5]

How much potential revenue are you losing to voicemail? How many relationships end at an impersonal phone tree—or improperly handled calls? And that's just calls. What about your website? How many potential customers visit it, just to bounce right off when they don't find the answers they need right away?

[5] IBID.

# What happens when you miss an opportunity to connect with a customer?
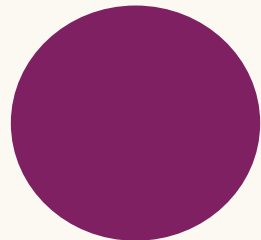
Marketing dollars are wasted.

Brand perception suffers.

Prospective clients are lost.

Customer lifetime value is degraded.

Future referrals are never realized.

Competitors gain a client and an edge.

# How to capture your share of the annual business opportunity.

The average small business deal size is around $1,000. See how answering just a few more calls or chats per day can impact your bottom line.

## RECEPTIONIST SERVICES

If you get **5 calls per business day,** and answer 100% of them

**1305**
Inbound calls

**29%** of those calls will result in a sale

**x·29**
Conversion

Resulting in **378 more sales** per year

**378**
Net new sales

## LIVE CHAT SERVICES

If you get **3 chats per business day,** and answer 100% of them

**783**
Inbound chats

**40%** of those chats will result in a sale

**x·40**
Conversion

Resulting in **522 more sales** per year

**313**
Net new sales

**691** more sales x **$1,000** average deal size

**$691,000**
In new business!

# Just answering half of your calls or chats could earn you $345k in revenue!

The numbers are compelling. But sales isn't the only reason to make yourself more accessible to customers. The trust and rapport built over a lifetime of connections with customers can have a long-term effect on satisfaction rates, brand perception, and more. Picking up when customers quite literally 'come to call' can not only impact the number of sales leads you capture, but also color the perception of your customer service. It can be the difference between the flourishing success or heartbreaking failure of a small business.

Accessibility can also lead to referrals—which is especially critical for long-term success, as word of mouth remains the primary factor behind 20% to 50% of all purchasing decisions.[6] In fact, even in our digital age, word of mouth is still more effective than any other marketing strategy. According to Nielsen, one of the world's leading data collection and analytics firms:

## 92% of consumers trust recommendations from people they know over any other form of advertising.[7]

[6] **MCKINSEY & COMPANY, 2010.**

[7] **NEILSEN, 2012.**

# Four fundamental reasons to prioritize connection.

**1** When you connect, **you build trust with prospects and customers,** which can lead to some remarkable returns.

**2** In doing something as simple as picking up the phone or connecting with customers via live chat through your website, **you'll never miss a business opportunity.**

**3** Become accessible to your customer base and **you'll increase customer satisfaction,** which will manifest into lasting relationships. (Did you know acquiring a new customer costs five times as much as it does to retain those you already have?)[8]

**4** Happy customers refer more happy customers, underscoring that **every connection lends itself as an opportunity to grow your business.**

[8] **INVESP**

# How to make authentic & meaningful connections.

Connection is at the heart of great customer service, which is the primary determinator for customer retention.

**Indeed, increasing customer retention rates by as little as 5% can boost profits anywhere by as much as 25% – 95%.[9]**

But great customer service can be a tricky thing to define. We know it when we experience it, but how do you develop it within a team? What differentiates an ordinary customer interaction from one that leads to a real connection?

At Ruby, we create meaningful connections by first listening to the needs of our customers and coming equipped with a desire to create exceptional experiences.

[9]  **BAIN,  2001.**

We recognize that building trust with our customers is a continuous process, so we take every opportunity to anticipate needs and provide solutions before we are asked—fostering happiness and setting the stage for real, meaningful human connections.

We do this not only because it makes us happy, but because it's good for business.

*Right now, consumers are willing to spend 17% more to do business with companies that deliver excellent service, up from 14% just a few years ago.*

Customer service now serves as the keydifferentiator among brands, surpassing advertising, marketing, and sales.[10]

[10] **AMERICAN EXPRESS, 2001.**

# The Ruby Service Pyramid.

At Ruby, every member of our team adheres to what we call the Ruby Service Pyramid—our blueprint for creating unforgettable customer experiences. It starts with the business fundamentals and builds up to the apex: meaningful connections.

**1** **Be prepared with the right infrastructure:**
Form the base for extraordinary customer service on top of the right systems, technology, platform, staffing models, and metrics.

**2** **Do what we say we'll do:**
Deliver on promises consistently and completely.

**3** **Foster happiness:**
Make others happy by treating them with friendliness, courtesy, and respect.

**4** **Create experiences:**
Leave every customer in a better mood than they were when they first got in touch.

**5** **Give them what they don't even know they want:**
Do more than the minimum. Go the extra extra mile to ensure the best experience possible.

**6** **Make meaningful connections.**

# Personalizing & optimizing your customer touchpoints.

Every interaction between a customer and your business is a chance to impress. To maximize your opportunities to provide excellent service, review your customer journey step-by-step and consider areas of potential improvement.

Changes like reducing the number of calls that go to voicemail, ensuring that chats are answered by a live person who can answer basic FAQs, and improving the personalization of your email communications can make a massive difference in how customers perceive and respond to your company.

Phone calls are rife with opportunities to connect. Start with the basics: the faster a caller connects with another human being who's able to help, the better. There's a reason 74% of consumers are very likely to choose another business after having a poor phone experience. Look for cues about a caller's emotions, and adapt—speak jovially with a customer in a good mood, empathize with a customer who's having a bad day. Pay close attention to offhand remarks, as they might signal unspoken wants, needs, or questions you can fulfill for your caller. The virtual receptionists at Ruby are trained to do all of this—it's the foundation of the service we provide.

Websites can and should foster connections with each and every visitor. In addition to optimizing speed, responsiveness, and accessibility, use copy and design elements that reflect your brand and mission. Live chat can help your customers find answers to questions and connect with members of your team quickly. If you can provide website visitors with a fast, easy means of reaching your (actual, human) team (rather than a chatbot), you'll meet customers where they are—and increase lead generation by up to 40%.

Email is as engaging as you make it. Personalize your messages. Remember, every email has a human recipient and a human sender. Use uncomplicated, positive language, and be as succinct as possible—the longer and more complicated your message, the more effort you're demanding from your customer. Include a short video with a message to customers and watch conversion rates increase by up to 300%![11]

[11] MARTECH ADVISOR, 2017.

# The ROI of personal connections.
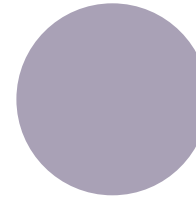
When Ruby was founded in 2003, no one could have imagined we would grow into the company that we are today. The secret sauce to our success? We've put special and specific emphasis on connecting with our customers and their customers since our conception.

From our award-winning team of live, virtual receptionists, who answer 100% of calls within four rings or less, 24/7/365, to our chat specialists capturing prospects and converting leads, we help small businesses engage with customers without sacrificing the time it takes to build up the essential elements of a service pyramid.

Over 13,000 customers trust Ruby with their most important asset: their clients. And what have we seen as a result? Our customers report increased productivity, better profit margins, and higher customer retention rates.
**In other words, healthy businesses and happy customers rooted in experiences designed for connection.**

**A recent survey of customers revealed the benefits of Ruby's personalized service.**

# Happier customers.

**20%**

INCREASE IN CUSTOMER
SATISFACTION

*"We have found the Ruby service to be invaluable. Before we used your service we have many complaints from customers (and potential customers) claiming that 'nobody ever picks up the phone.' We can't imagine how many clients we had lost because of that. Now that we have your service, we never miss a call :-)"*

*Wendy Bangerter*

AWAREFULL YOGA
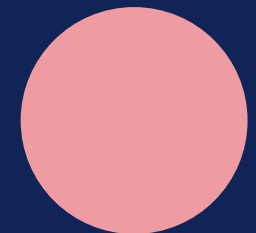
"Before we began using Ruby, we had only voicemail for calls. Upon returning those calls, we would find that the majority of callers had contacted another law office before we could return their call. Since we began with Ruby, our retention of 'cold call' potential clients has doubled."

Susan Gunter

LAW OFFICE OF DAVID A. GUNTER P.A.

# More new business.

## 20%

INCREASE
IN NEW BUSINESS

*"My clients don't know I use Ruby. They think Ruby is my actual receptionist. They love the warm call reception and feeling heard. In my work, if there is not a warm call reception you will not gain nor maintain the client. I have tried several answering services and Ruby is worth its weight in gold. My clientele doubled and I am able to maintain the increase as my new baseline."*

Julian Blakeston

STYLE AGENT

# Better service for less.

# 84%

**LESS COST THAN
AN IN-HOUSE RECEPTIONIST**

# Happier customers.

**20%**

INCREASE IN CUSTOMER SATISFACTION

***************************

*"My business revenues have grown by a minimum of 90% in each of the last three years in a row. This would have been impossible without Ruby because I have a total of one employee (me). Making the decision to work with Ruby has without a doubt been one of the top-five (probably top-two) best business decisions I have made."*

**Toph Sheldon**

TOPH, LLC
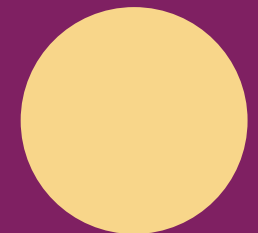
# More time reclaimed.

## 10 hrs.

MONTHLY TIME SAVINGS

"Our digital marketing manger used to answer calls and her day was constantly interrupted. Now, she can focus on her duties and we can save our phone messages for a block of time each day to call folks back. It was very important to me that a real person answer the phone for our company and the Ruby receptionists are always very helpful and friendly. Thank you!"
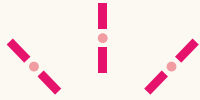
*Cassandra Bryan*

CBD

# Parting thoughts.

The ROI of personal connections can be felt by both businesses and their customers. By employing simple, easy-to-implement strategies that make for an enjoyable, fulfilling customer experience, businesses stand to gain a real edge on the competition. Meet prospects where they are and reap the benefits in business won, cultivating a loyal customer base and generating powerful word-of-mouth marketing that boost your bottom line.

**Learn more about how Ruby's live, friendly receptionists and chat specialists can help you build trust with prospects and customers, growing your business.**

*Try Ruby today.*

**844–311–ruby**(7829)          **www ● ruby ● com**