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The ROI of responsive client communication

Earning more revenue by
exceeding callers' expectations

How would you spend a few thousand more pounds this year?

Property businesses in the UK lose approximately £1.2 billion per year due to missed calls.¹ That's somewhere around £5,000+ per organisation, enough to launch a marketing campaign...

Or build a website...



Or buy new PCs for a small team...



Or pay an employee's salary for a couple of months...



Or go on a luxury holiday...



You can probably think of several other ideas, but let's not get ahead of ourselves. We need to first determine how your business can reclaim this lost revenue.

Fortunately, **all you need to do is pick up the phone.** Simple as.

All right, maybe it's not that simple. Missed calls occur when you're busy or unavailable—in a meeting with a client, or perhaps attempting to enjoy your life outside of work.

So, what's a busy professional to do? In a word: outsource. The key to eliminating missed calls—and capturing every opportunity—is to use **an answering service.**



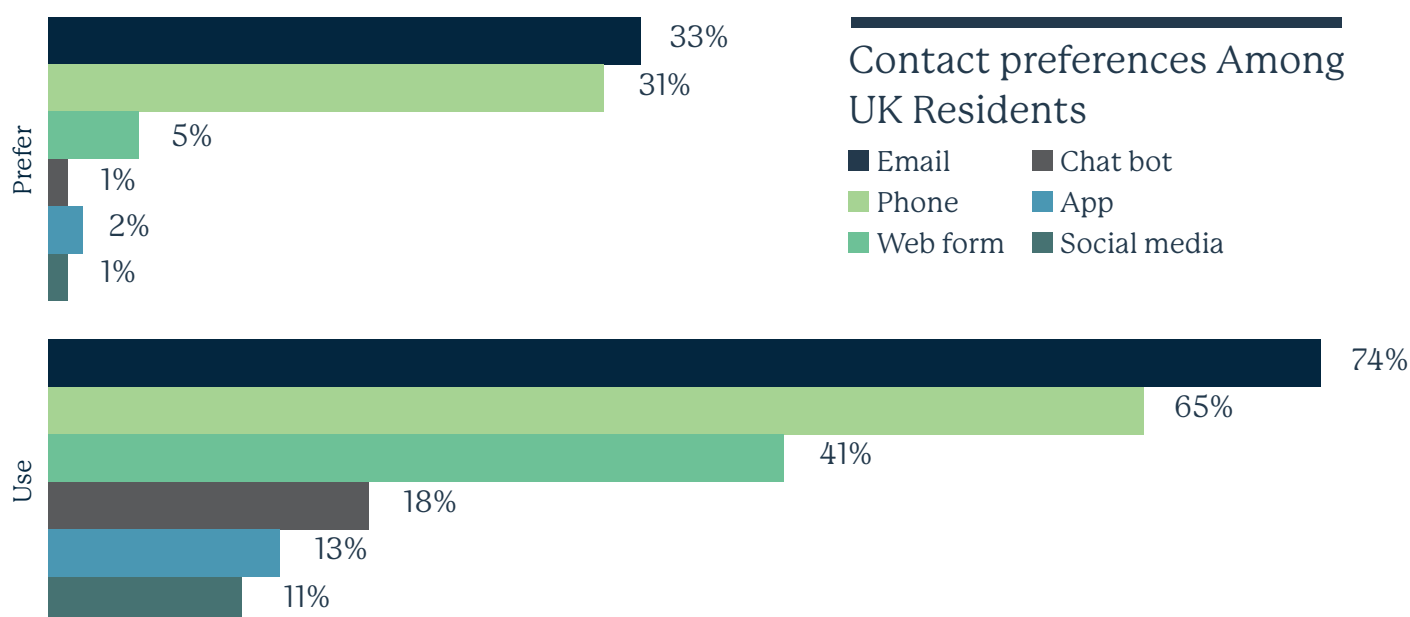
In this guide we'll explore:

- The link between calls and revenue
- Clients' expectations for responsive service
- What to look for in an answering service provider

Why Missed Calls Matter

Believe it or not, the **phone remains one of the top communication methods for UK customers**, second only to email, with 65% of Britons using their phones to contact businesses every year.²

Contrast that statistic with the percentages of customers who use asynchronous, impersonal channels such as chat bots (18%), in-app messaging (13%) and social media (11%), and it becomes clear that people tend to opt for direct communication with live agents.



The Anatomy of a Call

Caller behaviours and expectations are unique as well. Compared to those who use email, people who use the phone to contact businesses are more likely to have an intention to purchase or convert into clients. In other words, **the phone is a vital channel for lead capture.**

Calls also tend to be popular among an organisation's **existing clients, who expect prompt, personal and familiar service** from those they do business with.

Our data, collected from thousands of calls per month, demonstrate that the broad majority of callers are potential new clients, existing clients, and other known contacts, such as vendors and business partners.

Who's Calling?



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Why do people still go for the phone in an age when so many other channels exist? Precisely because of those other channels. In the realm of business, the internet is predominantly an information-gathering tool; we use it to survey and understand our purchasing options.

When it comes time to make an important decision, like making a major purchase, or hiring a professional, we often pick up the phone.



What Callers Want: Responsive Service

Your clients' experiences are pivotal to your business's success and nowhere is this truer than over the phone. The trends examined in the previous section underscore the fact that calls are opportunities to win clients, build loyalty and engage in the practical aspects of running and growing a business. When you miss a call, you squander the chance to make a sale or maintain a connection.

It's no surprise that most people who don't reach someone on the other end simply hang up and try another approach—or dial a competing business—without leaving a message or placing another call. Similarly, callers become quickly frustrated by all-too-common issues such as long wait and hold times, tortuous interactive voice response menus (the “press 1 for...” variety) and unhelpful or unprofessional receptionists.

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- **Consider your own experience using the phone. How do you feel when...**
 - You are unable to get through to someone?
 - Listening to the phone ring ad infinitum?
 - Placed on hold for minutes (or more) on end?
 - Speaking to a representative who doesn't understand you or treats you poorly?
 - You're no closer to the information you're looking for than when you first dialed?

Each of these experiences can sour a potential deal or send the wrong message to an important client. This can have a ripple effect in terms of word of mouth, resulting in negative reviews along with damage to your brand and reputation.

By the same token, pleasant and rewarding phone experiences can have a positive impact for your business. Here are a few ways to make that happen:

4 Pillars of Responsive Customer Service

24/7 Accessibility



Callers' needs don't evaporate when business is done for the day. The more your organisation can be available for the people you serve, the more opportunities you'll win. Making your business available for new and existing clients demonstrates that you're prioritising their experiences rather than asking them to accommodate you.

Knowledgeable Help



When people call your business, they expect to speak to someone who understands them, knows the answers to their questions and can solve their problems—or connect them to someone who can. Even when no solution is available, an empathetic ear is just as important... if not more important.

Professional Qualification & Intake



Transforming callers into clients isn't only about answering but also making it dead simple for them to take the next step. The person answering your phone should be able to screen calls, qualify leads, convert enquiries and update records in your contact management system. Bonus points if you can schedule appointments for your caller and take their payment on a single call.

A Personal, Friendly Touch



How you answer the phone matters. Consider the difference between "Yeah?" and "Thank you for calling Taylor, Brown & Associates—how may I help you today?" A few choice words and a heaped helping of active listening go a long way toward ensuring callers feel valued and cared for (and confident they called the right business).



Close the Gap While Saving Time and Money with a Professional Answering Service

If providing friendly, a professional service for every caller 24 hours a day sounds like a job unto itself, well, that's because it is. The good news is that you don't need to perform this job yourself. The right answering service can take on your calls whenever you're unavailable, while sounding like a seamless extension of your office and providing excellent customer service.

The best part? There's no hiring, training or workforce management required. You get access to experienced agents on-demand, only paying for the coverage you need when you need it.

That said, not all answering services are equal in capabilities and value. Here are some key features to look for:

- ✓ 24/7 Live Call Answering
- ✓ Outsourced Switchboard Solution
- ✓ Intake & Lead Capturing
- ✓ Custom After-Hours Call Routing
- ✓ Automated Forwarding
- ✓ In-App Calling & Texting
- ✓ Voicemail Transcription
- ✓ Outbound Calling on Your Behalf
- ✓ Private Number Protection and Security
- ✓ Custom Account Setup
- ✓ CRM Integrations
- ✓ Choose Your Caller ID

Meet Posh.

Posh provides all of the above and then some. And we offer it at half the cost of most providers—without compromising on quality—thanks to our first-party technology platform. It's all tailored to your unique requirements. We'll transfer the callers you want to speak with, schedule appointments, capture lead details, take messages, and more, all while providing great impressions of your company.

Our app gives you total control over your calls, call handling instructions, records and contacts.

When you're busy and want us to answer for you, just swipe Call Forwarding and Posh will handle your calls.

If you're unavailable, we'll take a detailed message per your protocol and send you all the details.

You can also have us make calls on your behalf, use the app for private calling and texting and more!

“Posh is exactly what I need.
I can do as little as possible
on my phone knowing the
service helps me generate
new leads every day.
It’s absolutely brilliant.”

-Momo’s UK 

Whether it’s a marketing
campaign, reinvestment
in your team or holiday
of a lifetime, make your
dream a reality.

Start saving time and
winning more clients
today with Posh.

Curious what
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