Answering Service
**Industry Case Study:
Construction**

sas○
Specialty Answering Service

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SAS Knows that **Growth Depends on Availability.**

Even for established construction professionals, using voicemail to field missed calls can damage your bottom line. And for people who are just starting out, losing one prospective customer can easily become a make-or-break situation. That's why many construction professionals look to Specialty Answering Service to provide exceptional 24/7 live-operator customer support.

If you've never used a call center, or if you are using a service and want to do a side-by-side comparison, then this construction industry analysis of a few of our valued clients will point you in the right direction.
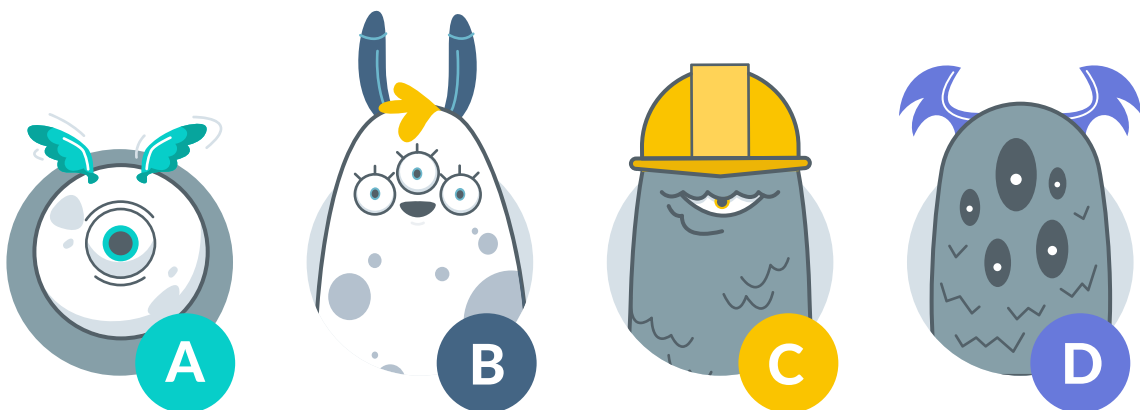
Start with **Programming Basics.**

Succinct, straightforward scripts are the key ingredient to a successful phone call. Whether you're using SAS as an answering service or virtual receptionist, guiding the operators by way of frequently asked questions or specific language to employ will ensure that calls flow smoothly for the customer and operator alike.

We've broken programming down into two parts.

Part 1

Frequently Asked Questions

Part 2

Call Handling Cross Section
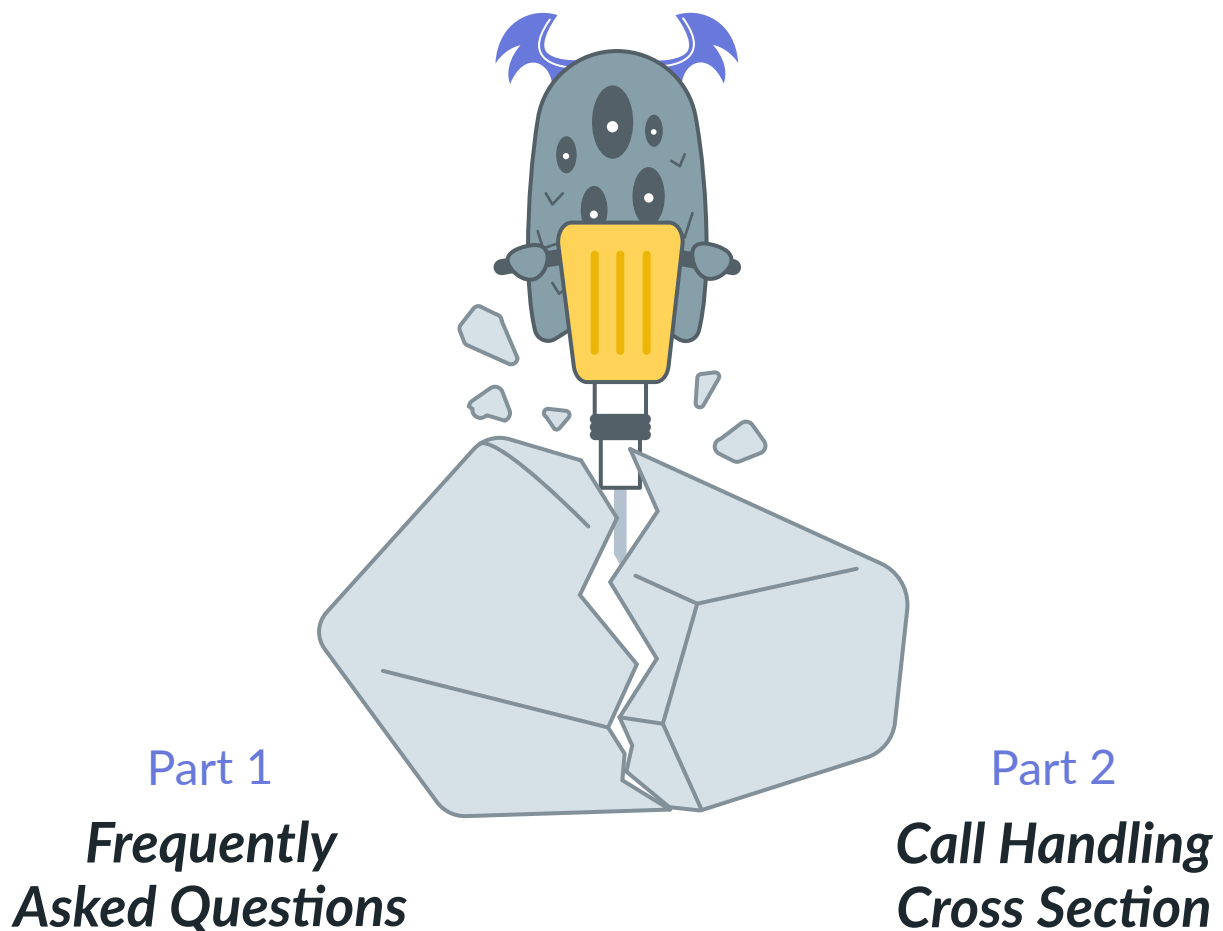
Part 1: *Frequently Asked Questions*

FAQs allow our receptionists to provide general knowledge via phone rather than take a message. The majority of accounts contain details such as location, business hours, phone number, and website. Additional questions are formatted with concise, uncomplicated language.

Here's how four of our construction clients personalized their FAQs.

A
- What services do you offer?
- Is service available 24/7?

C
- What products do you offer?
- What are your prices?

B
- What locations do you service?
- Do you offer emergency services?

D
- Do you have a showroom?
- What type of properties do you service?
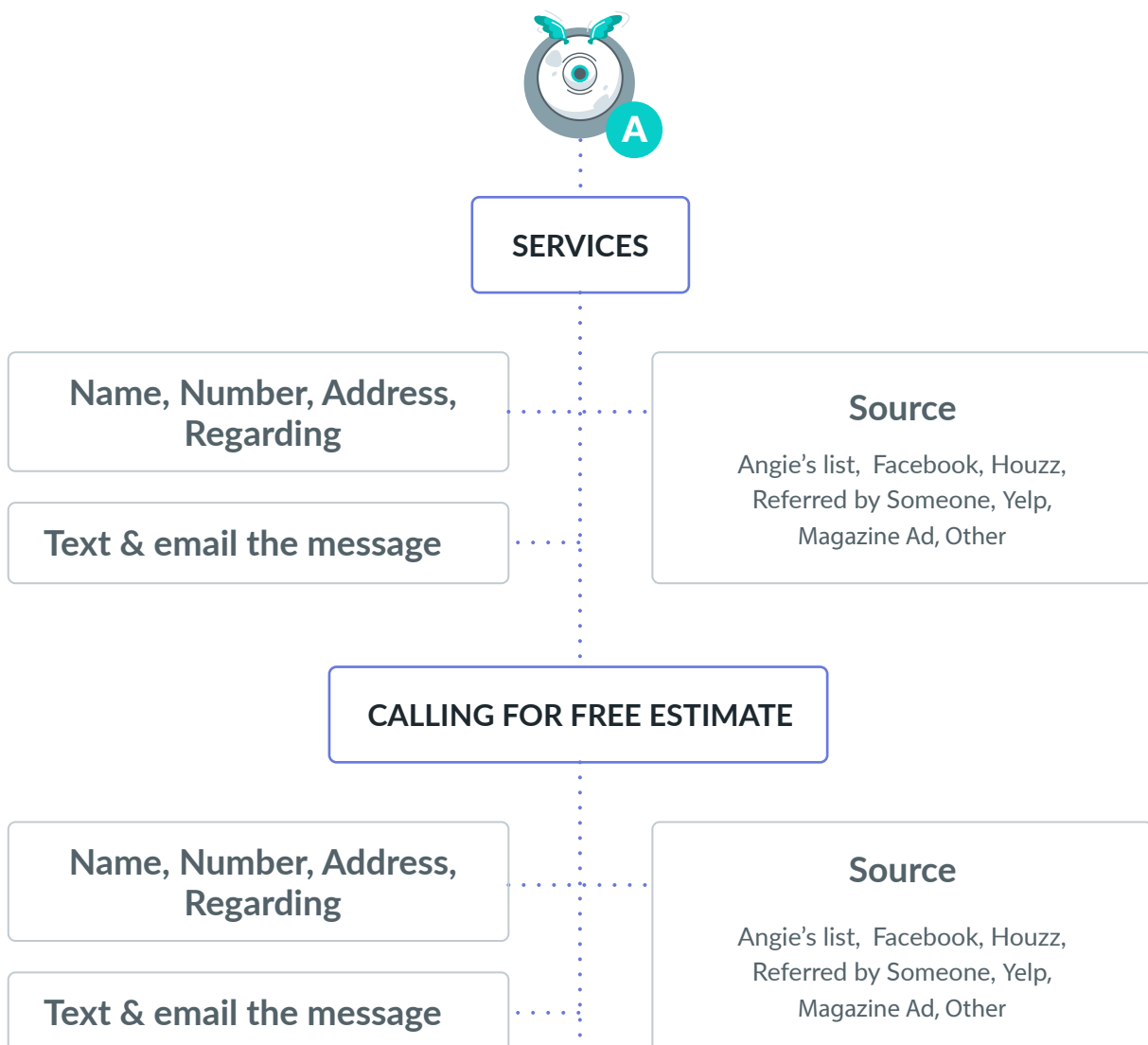
Types of Services or Products Offered: What types of products or services you sell is usually the first thing that comes to mind when customers call for construction service. While cost will vary depending on the service or product, it can be beneficial to include all of your services or products and their prices, if possible, in your FAQs.
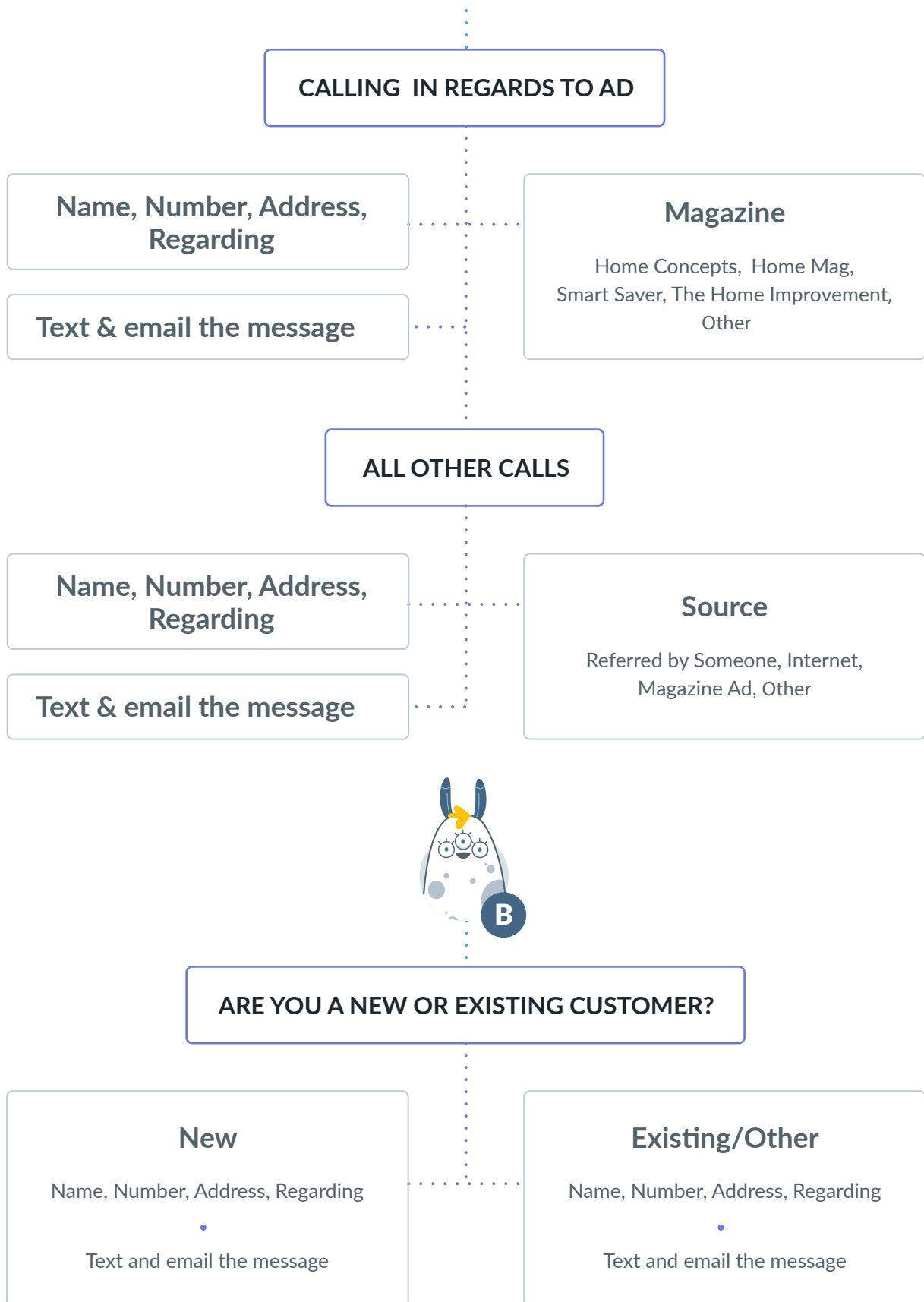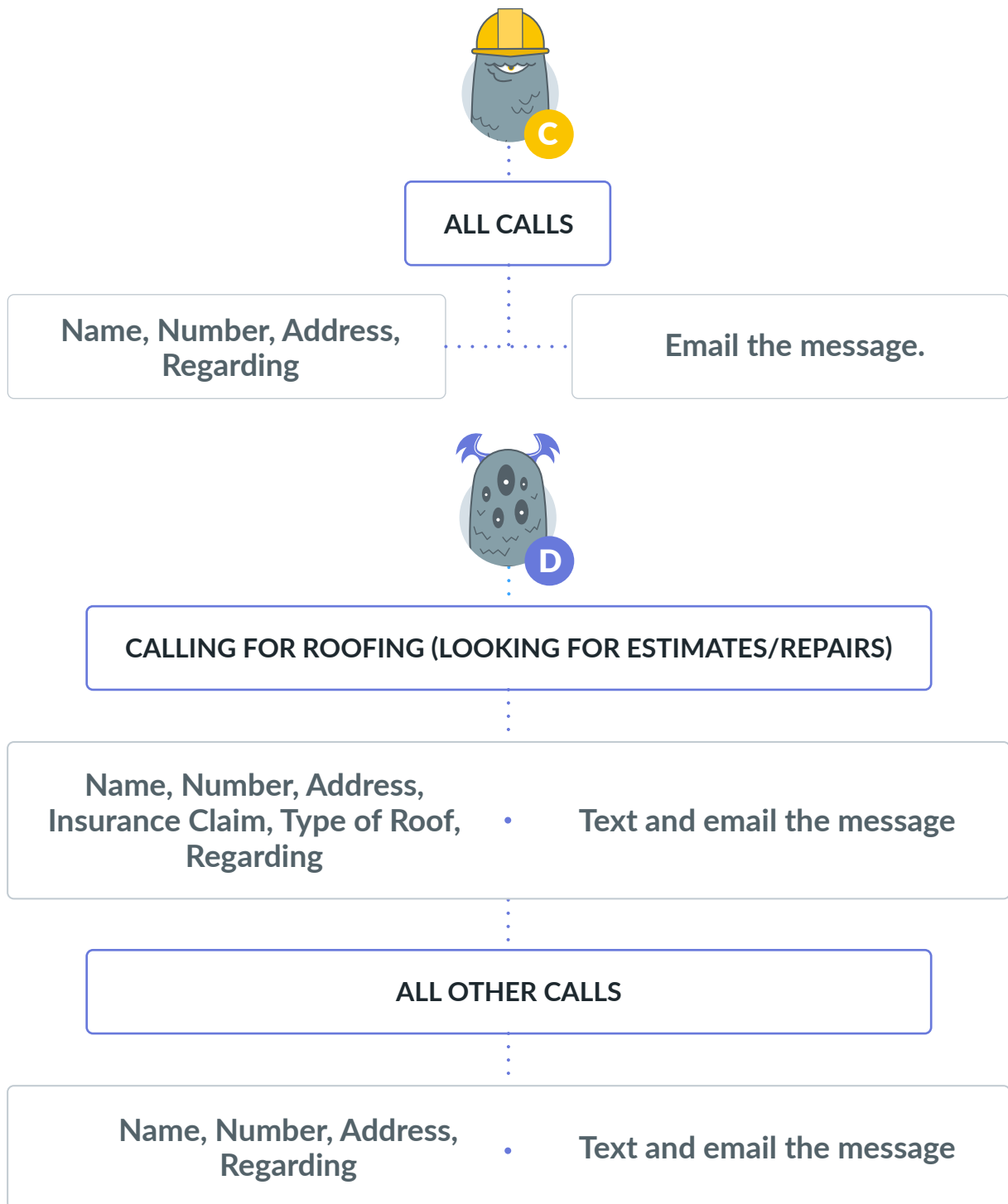
Part 2: *Call Handling Cross Section*

Call handling, or scripting, is what the operators use to interact with your customers. You might have different instructions based on the caller's question or issue, or maybe you want a basic message for all calls.

As you can see below, scripts run from simple lead capture to more involved scenarios.

SERVICES

Name, Number, Address, Regarding

Text & email the message

Source

Angie's list, Facebook, Houzz, Referred by Someone, Yelp, Magazine Ad, Other

CALLING FOR FREE ESTIMATE

Name, Number, Address, Regarding

Text & email the message

Source

Angie's list, Facebook, Houzz, Referred by Someone, Yelp, Magazine Ad, Other

CALLING IN REGARDS TO AD

Name, Number, Address, Regarding

Text & email the message

Magazine

Home Concepts, Home Mag, Smart Saver, The Home Improvement, Other

ALL OTHER CALLS

Name, Number, Address, Regarding

Text & email the message

Source

Referred by Someone, Internet, Magazine Ad, Other

B

ARE YOU A NEW OR EXISTING CUSTOMER?

New

Name, Number, Address, Regarding

•

Text and email the message

Existing/Other

Name, Number, Address, Regarding

•

Text and email the message

ALL CALLS

| Name, Number, Address, Regarding | Email the message. |

CALLING FOR ROOFING (LOOKING FOR ESTIMATES/REPAIRS)

| Name, Number, Address, Insurance Claim, Type of Roof, Regarding | • Text and email the message |

ALL OTHER CALLS

| Name, Number, Address, Regarding | • Text and email the message |

The details above are just the tip of the iceberg. There are all kinds of things that you can add to your script, such as Reach On-Call, Warm Transfers, Appointment Setting, and more!

Evaluating Statistics **by Call Type.**

Depending on the type of construction services you provide, inbound call statistics can vary. For example, construction companies will find more jobs available during the warmer months than in the winter.

Understanding your call traffic helps SAS staff accordingly, and the data trend will give you a solid reference point for when you may need to step up your advertising to draw more clients.

You'll also have an indication of which months might cost you a bit more or a bit less so that you can plan ahead from a financial standpoint.

Check out the 2017 call volume breakdown for these four clients.

Whether you're looking for the total number of calls or calls segmented by type, we have you covered. Knowing peak hours will help you determine whether to use SAS 24 hours a day or just for after-hours or overflow support.
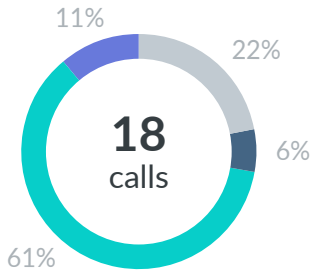
January 2017
18 calls
- 11%
- 22%
- 6%
- 61%
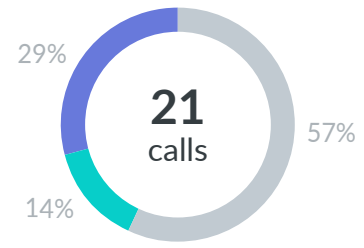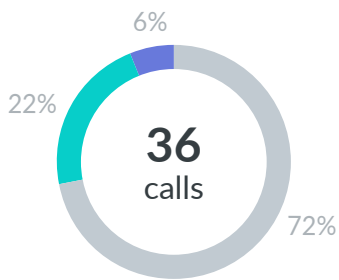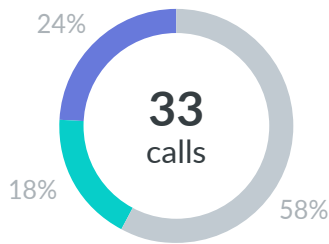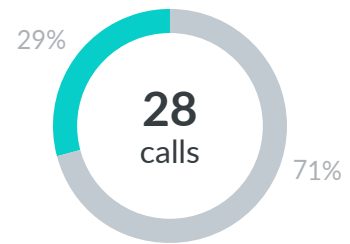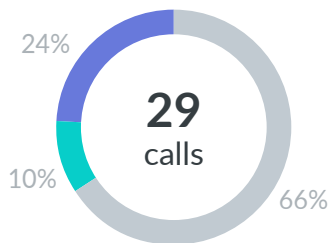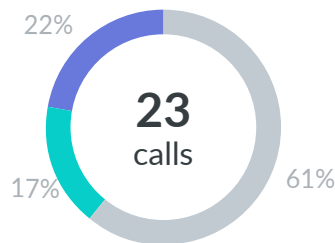
February 2017
16 calls
- 45%
- 55%

March 2017
21 calls
- 29%
- 57%
- 14%

April 2017
36 calls
- 6%
- 22%
- 72%

May 2017
33 calls
- 24%
- 18%
- 58%

June 2017
28 calls
- 29%
- 71%

July 2017
29 calls
- 24%
- 10%
- 66%

August 2017
23 calls
- 22%
- 17%
- 61%

September 2017
19 calls
- 32%
- 47%
- 5%
- 16%

October 2017
27 calls
- 15%
- 7%
- 22%
- 56%

November 2017
15 calls
- 20%
- 80%

December 2017
14 calls
- 21%
- 58%
- 21%

LEGEND:

- Home Estimate
- Responding to Ad
- Other Calls
- Message Ticket
- Info Only – Answered Question, Solicitor, Wrong Number

January 2017 — 27 calls: 41%, 30%, 11%, 18%

February 2017 — 25 calls: 56%, 16%, 12%, 16%

March 2017 — 57 calls: 70%, 11%, 7%, 12%

April 2017 — 80 calls: 78%, 14%, 1%, 7%

May 2017 — 96 calls: 63%, 33%, 4%

June 2017 — 78 calls: 76%, 19%, 1%, 4%

July 2017 — 48 calls: 56%, 29%, 15%

August 2017 — 66 calls: 61%, 18%, 5%, 16%

September 2017 — 64 calls: 56%, 22%, 9%, 13%

October 2017 — 75 calls: 60%, 15%, 15%, 10%

November 2017 — 50 calls: 58%, 20%, 10%, 12%
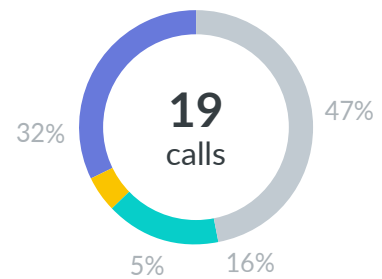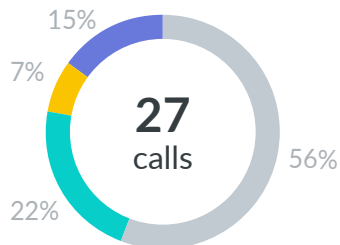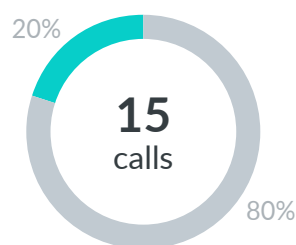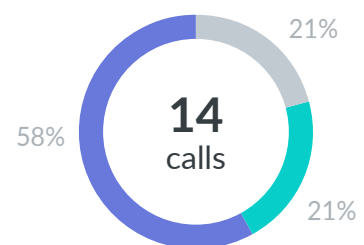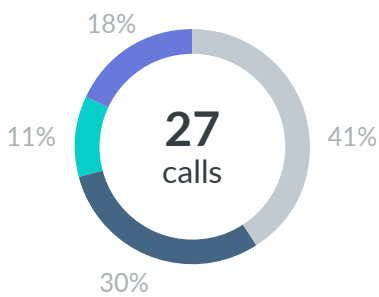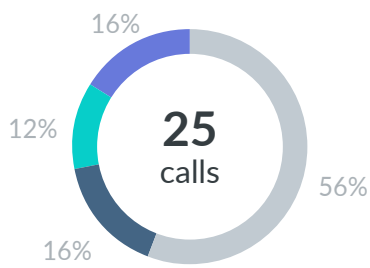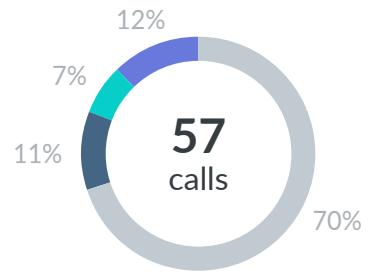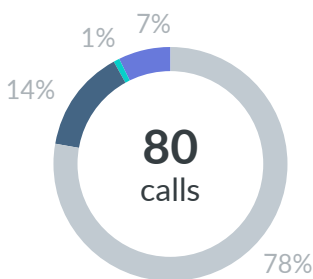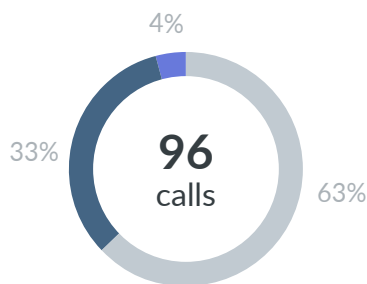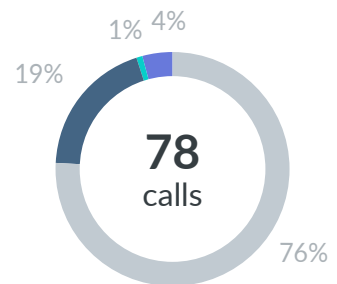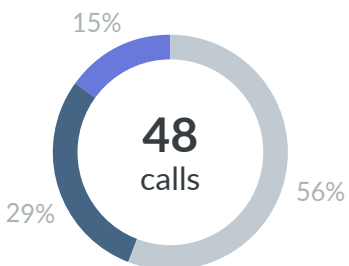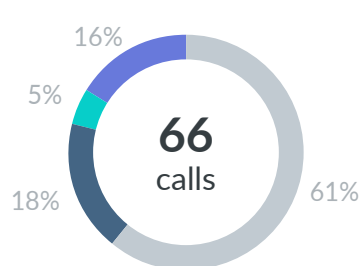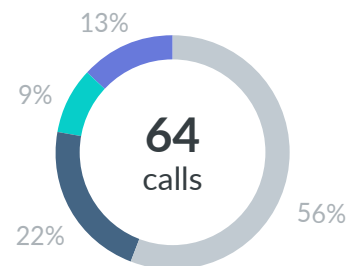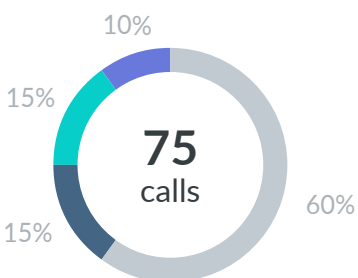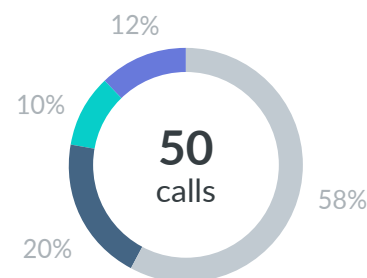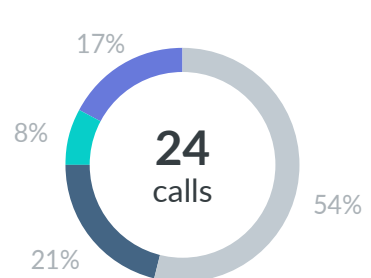
December 2017 — 24 calls: 54%, 21%, 8%, 17%
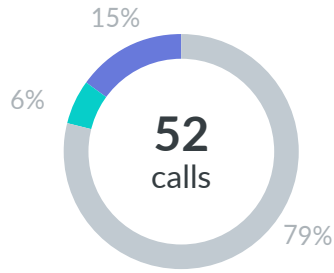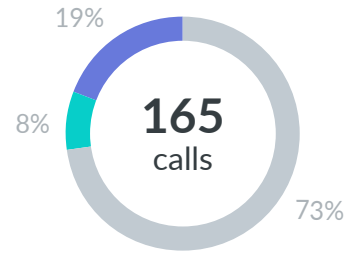
LEGEND:

● Existing Customer/Other ● New Customer ● Message Ticket ● Info Only – Answered Question, Solicitor, Wrong Number
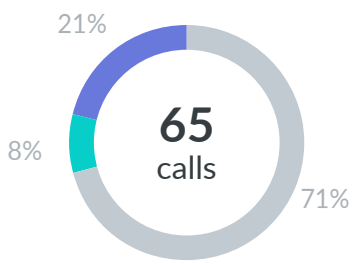
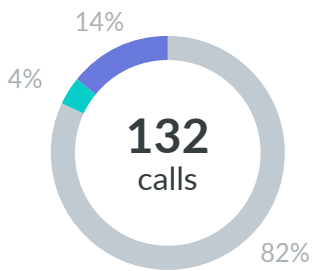**January 2017**
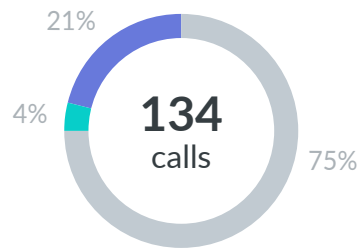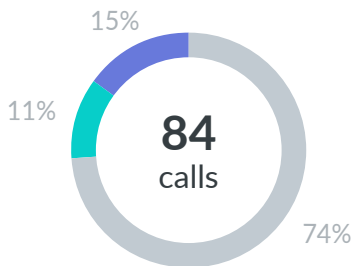65 calls
21%, 8%, 71%

February 2017
52 calls
15%, 6%, 79%

March 2017
165 calls
19%, 8%, 73%

April 2017
132 calls
14%, 4%, 82%

May 2017
134 calls
21%, 4%, 75%

June 2017
109 calls
7%, 6%, 87%

July 2017
84 calls
15%, 11%, 74%

August 2017
73 calls
30%, 8%, 62%

September 2017
55 calls
20%, 9%, 71%
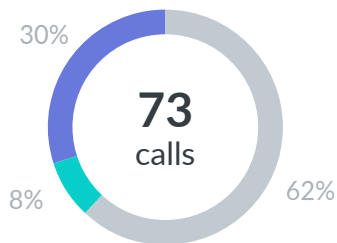
October 2017
65 calls
28%, 12%, 60%
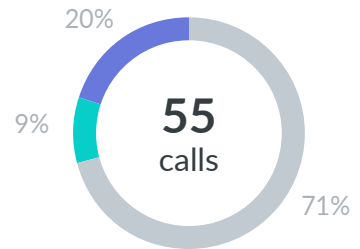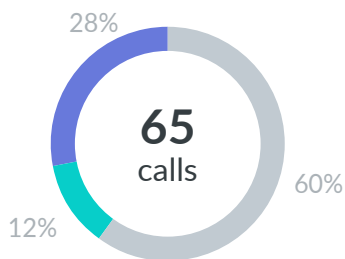
November 2017
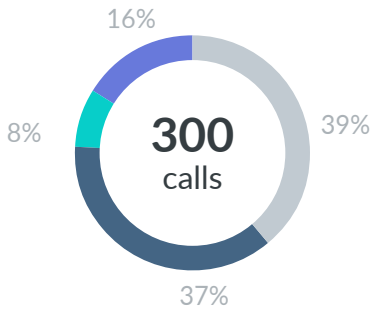52 calls
17%, 12%, 71%
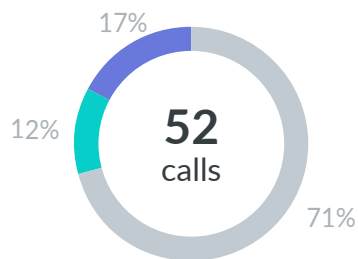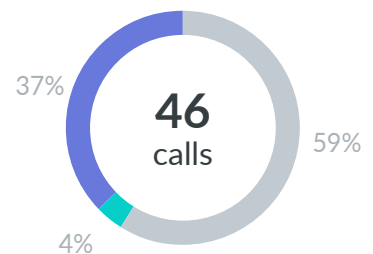
December 2017
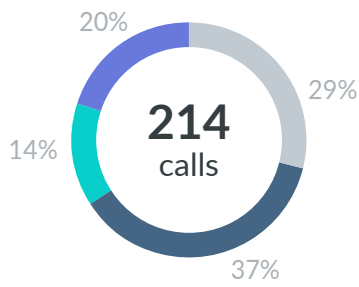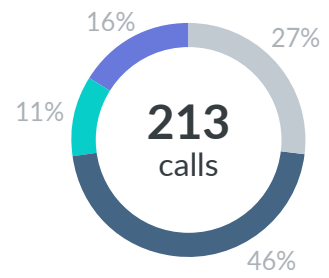46 calls
37%, 4%, 59%

LEGEND:

● General Message

● Message Ticket

● Info Only – Answered Question, Solicitor, Wrong Number

January 2017

300 calls

16% · 8% · 39% · 37%

February 2017

214 calls

20% · 14% · 29% · 37%

March 2017

213 calls

16% · 11% · 27% · 46%

April 2017

133 calls

15% · 12% · 32% · 41%

May 2017

158 calls

16% · 6% · 27% · 51%

June 2017

199 calls

12% · 8% · 27% · 53%

July 2017

162 calls

17% · 5% · 27% · 51%

August 2017

191 calls

10% · 7% · 38% · 45%

September 2017

134 calls

22% · 5% · 35% · 38%

October 2017

166 calls

15% · 6% · 24% · 55%

November 2017

112 calls

15% · 8% · 24% · 53%

December 2017

61 calls

19% · 16% · 21% · 44%
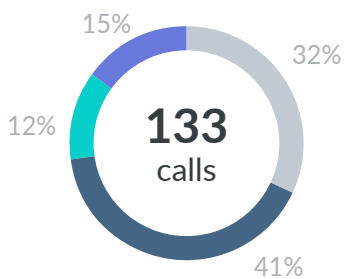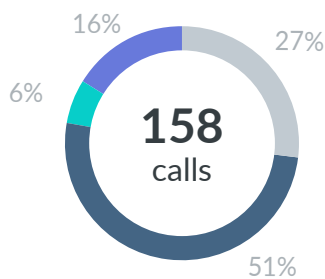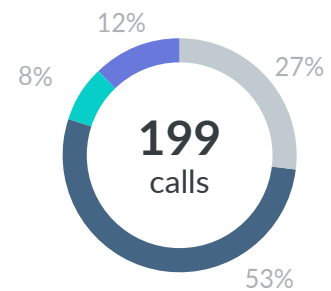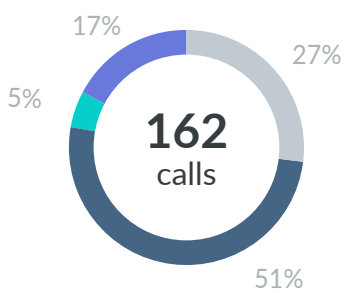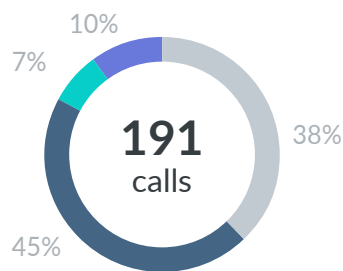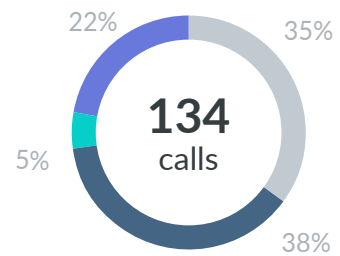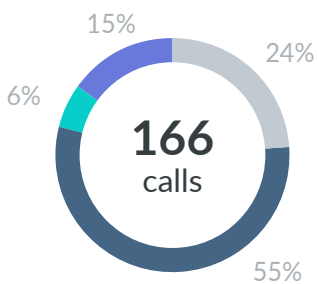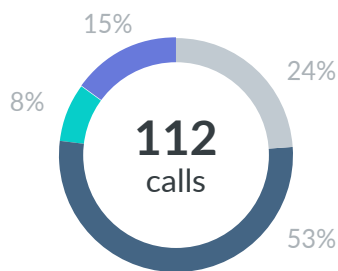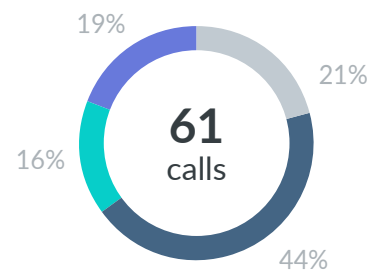
LEGEND:

- Estimates
- General Message
- Message Ticket
- Info Only – Answered Question, Solicitor, Wrong Number

Putting it All Together
Call Volume Statistics.

Taking an average of the data for all four construction clients, in 2017, we answered approximately:

1,920	totaling **3,106**	with a typical length of **1.75**
CALLS	MINUTES	MINUTES PER CALL
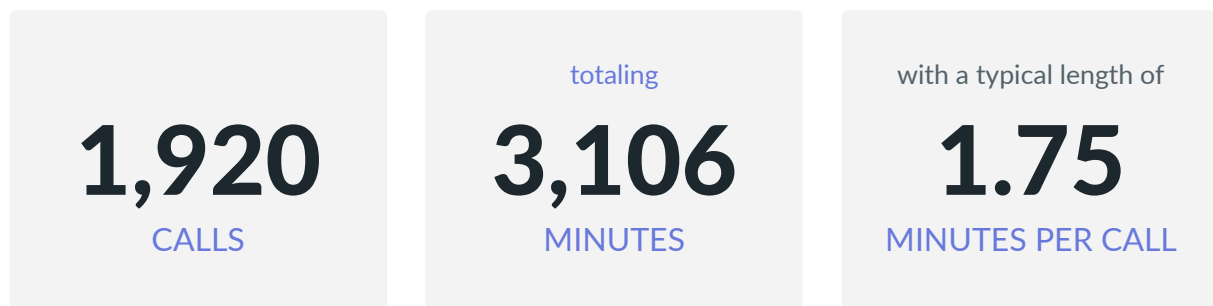
Client	A	B	C	D
Answered calls	361	1,456	2,445	3,419
A total minutes	921.19	1,848.02	3,142.71	6,511.21
Average call length minutes	2.55	1.27	1.29	1.90

The Cost for **Amazing Service.**

At SAS, we strive to provide cost-effective service that is designed to improve your day-to-day operations and make your life easier.

Based on our data, the average construction company can expect to pay around:

$287
PER MONTH

&

$3,439
PER YEAR
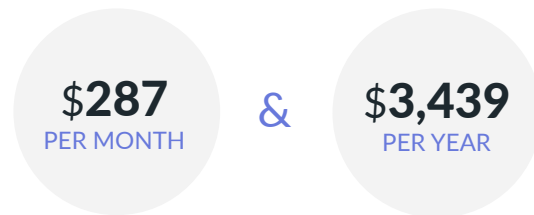
Consider this. According to Glassdoor.com, the average salary for a full-time receptionist is around $29,000. That's more than twice the annual invoice total for our busiest construction clients, and it doesn't take into account overhead costs such as insurance and equipment!

Client

AVERAGE COST PER MONTH & PER YEAR

■ Average Monthly Cost
□ 2017 Invoice Total

Client	Average Monthly Cost	2017 Invoice Total
A	117.89	1,414.67
B	187.51	2,250.12
C	263.14	3,157.69
D	577.64	6,931.73

$
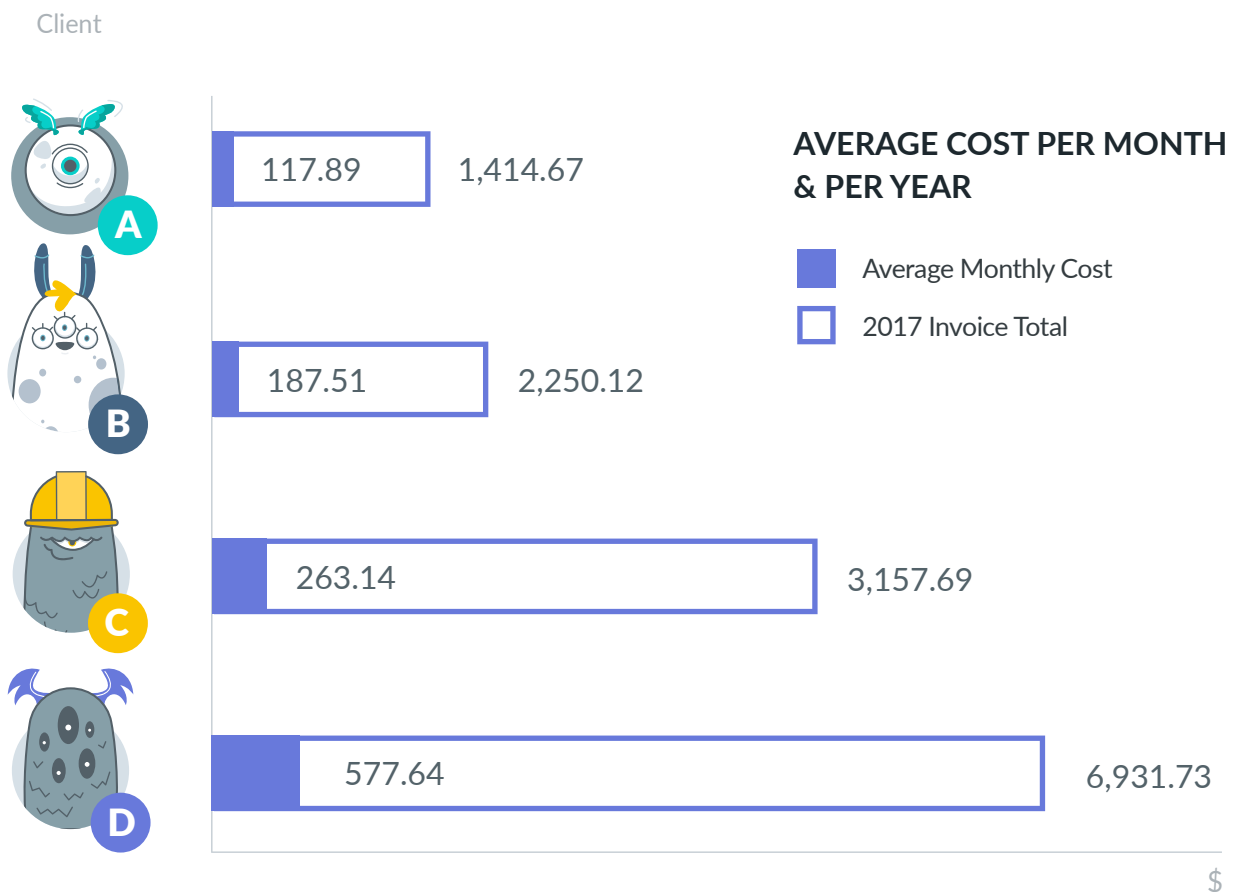
Gaining **Perspective.**

Ultimately, what are the benefits of using Specialty Answering Service over having an answering machine manage your missed calls? Reviewing the call and cost data as a whole, the answer is clear.

If you're looking for ways to justify cost, this generalization will do the trick:

- You receive 1,920 calls per year.

- As a result of your busy schedule, you miss 325 of these calls, or about 17%.

- Instead of leaving you a voicemail, callers just dial the next construction contractor in the phone book.

- We'll guesstimate that 200 calls would have resulted in new business.

- According to Thumbtack, the average cost for a handyman is between $50 and $80 per hour. So, we'll go with $65.

- The average cost of having SAS capture the missed calls might be somewhere around Client C's invoice total. We'll round it up to $3,500.
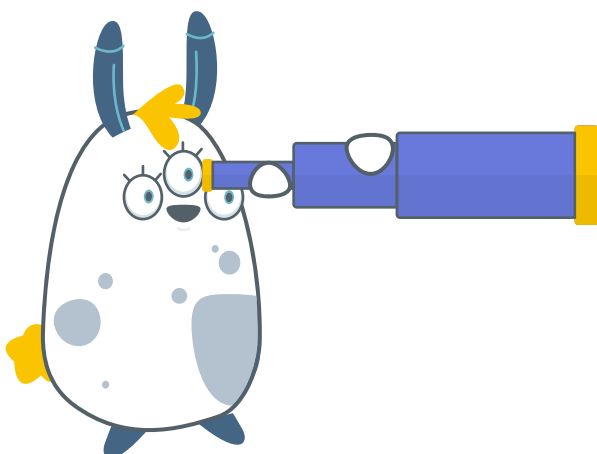
Now, let's imagine two scenarios:

Service last 1 hour

- 200 appointments x $65 = **$13,000**

- **$13,000 - $3,500 = $9,500**

Service lasts 2 hours

- $65 x 2 = **$130**

- 200 appointments x $130 = **$26,000**
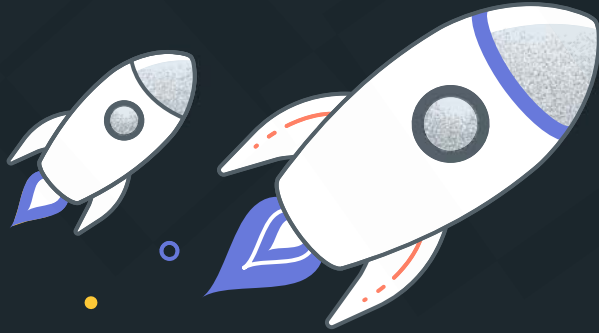
- **$26,000 - $3,500 = $22,500**

Without SAS:

You lose $**13,000** per year.

You lose $**26,000** per year.

With SAS:

You gain back $9,500 of the revenue that blew out the window when your answering machine picked up.

You'll have $**22,500** net revenue.

Taking You **Farther, Faster.**

With Specialty Answering Service on your side, you will have the freedom to worry less about what you're missing and the time to focus on paving the road ahead.

Contact SAS today, and get ready to open the door to more business, happier customers, and a healthier bottom line!