

SOLUTION SHEET

THE STICKY SITUATION

You're losing customers

It can happen for any number of reasons. Maybe you are understaffed and missing calls. Maybe you don't have the after-hours coverage you need. Maybe your customer service infrastructure is confusing to consumers and they can't reach the right department. Whatever the case may be, losing customers means decreased revenue. The right answering service can help. Here's how.



75% of all business calls are not completed on the first attempt, meaning 3/4 of callers don't reach the desired party.

THE SAS SOLUTION

24-hour customer care that works

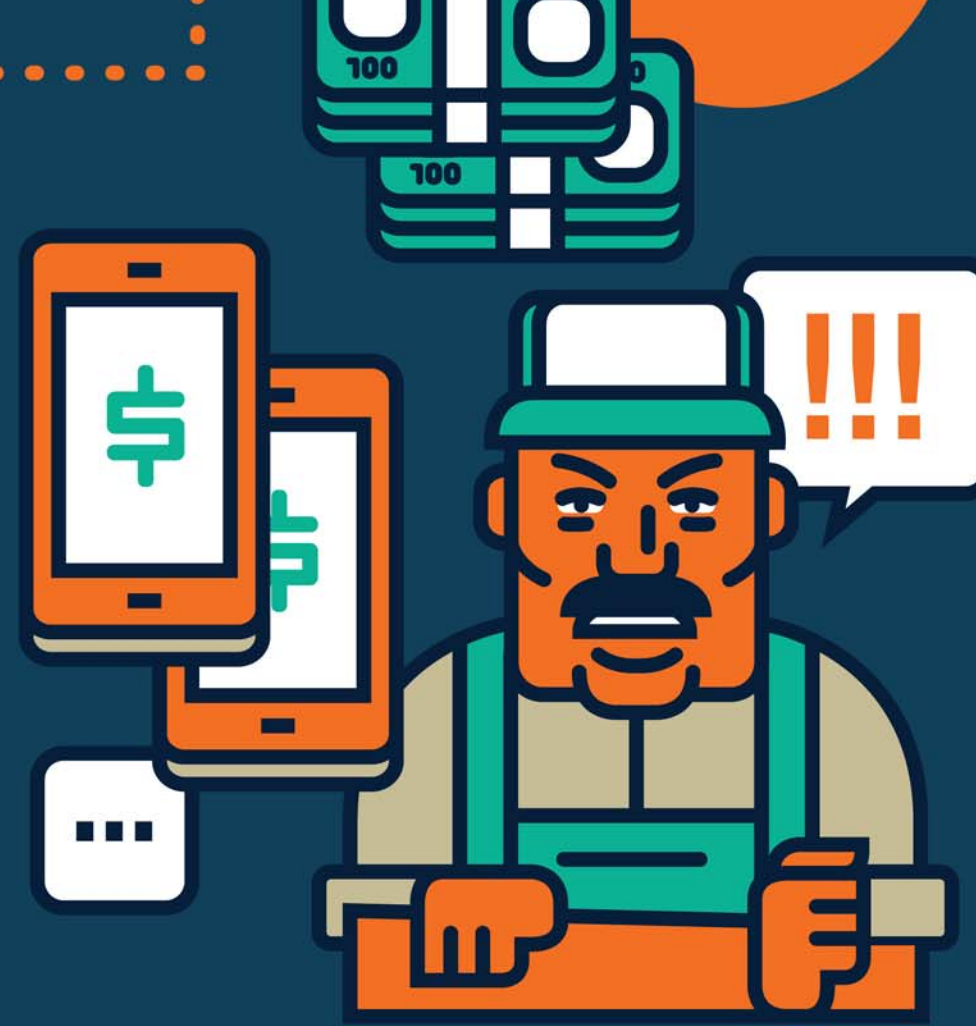
Offering around-the-clock assistance makes customers happy. Here's something to consider.

On a typical Friday, a plumber may receive 100 to 125 calls. According to a national plumbing drainage service, on the Friday after Thanksgiving, that number may double or triple.



The typical 1-hour plumbing job costs \$100. This price generally doubles after-hours and on holidays.

So let's assume that on the day after Thanksgiving, Joe's Plumbing receives 200 calls that would bill \$200 each, and just to be generous, let's assume that 150 calls are answered. That leaves 50 calls unanswered, probably going to Joe's competitor.



50 missed calls
X \$200 per job
=
\$10,000 in lost revenue

Based on Specialty Answering Service's call center statistics, overall, our clients receive 17% of phone traffic between the hours of 7 p.m. and 7 a.m. For clients outsourcing 100% of their calls to us, anywhere from 29% to 31% come in after-hours. Simplifying things, whether your company is losing 5 calls from 9 a.m. to 6 p.m. or 50 calls from 7 p.m. to 8 a.m., you're robbing yourself of considerable profit. That's why you need us. In the hypothetical case of Joe's Plumbing, even if we err on the lowest percentage of after-hours calls, 17%, Joe is going to watch revenue plunge... Let's take a look:



When you crunch the numbers, \$3,400 per day amounts to \$1,241,000 per year. Almost a million and a quarter in lost profits annually! Now, if we told Joe that by not having adequate phone coverage, he was washing 1.24 million down the drain (and worse yet, putting that 1.24 mil in his competition's pocket), we can bet he would be scrambling to find a solution. Who wouldn't, right? So, being the savvy businessman that he is, Joe would call us.

THE CONTENTED CLIENT

New customer acquisition soars

Depending on the industry, reducing your customer defection rate by as little as 5% can increase your profitability by 25% to 125%!



Mathematician or not, those numbers look pretty good to us. While you are busy doing the work you love, our live-voice representatives have you covered. We ensure that every call you receive is answered in a timely fashion, affording every opportunity to retain current customers and expand your roster. We are just as serious about providing impeccable service as you are, and our call center is backed by nearly 30 years of experience doing exactly that. With friendly representatives, prompt answering, and knowledgeable response, no matter what kind of business you run, utilizing SAS to give your customers a 24-hour communication channel is a sensible, affordable way to increase your bottom line.

Specialty Answering Service delivers live voice, web chat, and email response services to small businesses and large corporations across multiple industries.



www.specialtyanswering-service.net