



The Business Call is Back:

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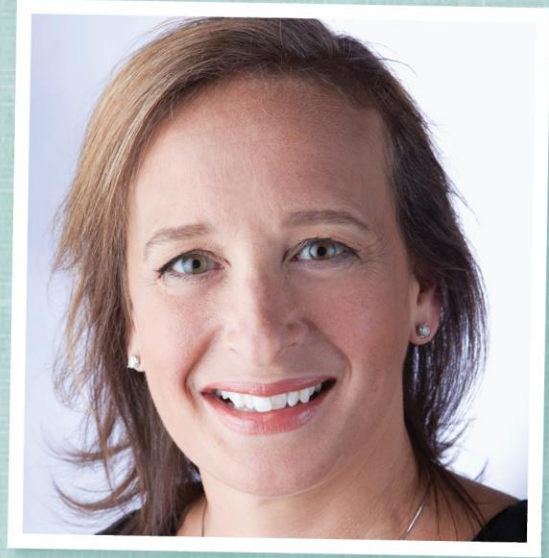
Capturing & Converting  
Phone Leads



Hello and welcome!

ABOUT YOUR HOST

*Diana Stepleton*



# Agenda

- Introduction
- Optimizing for Phone Leads
- Delivering Great Service Over the Phone
- 5 Key Takeaways
- Questions



This year, mobile search will  
drive more than **70 billion**  
inbound business calls.

—Bia/Kelsey



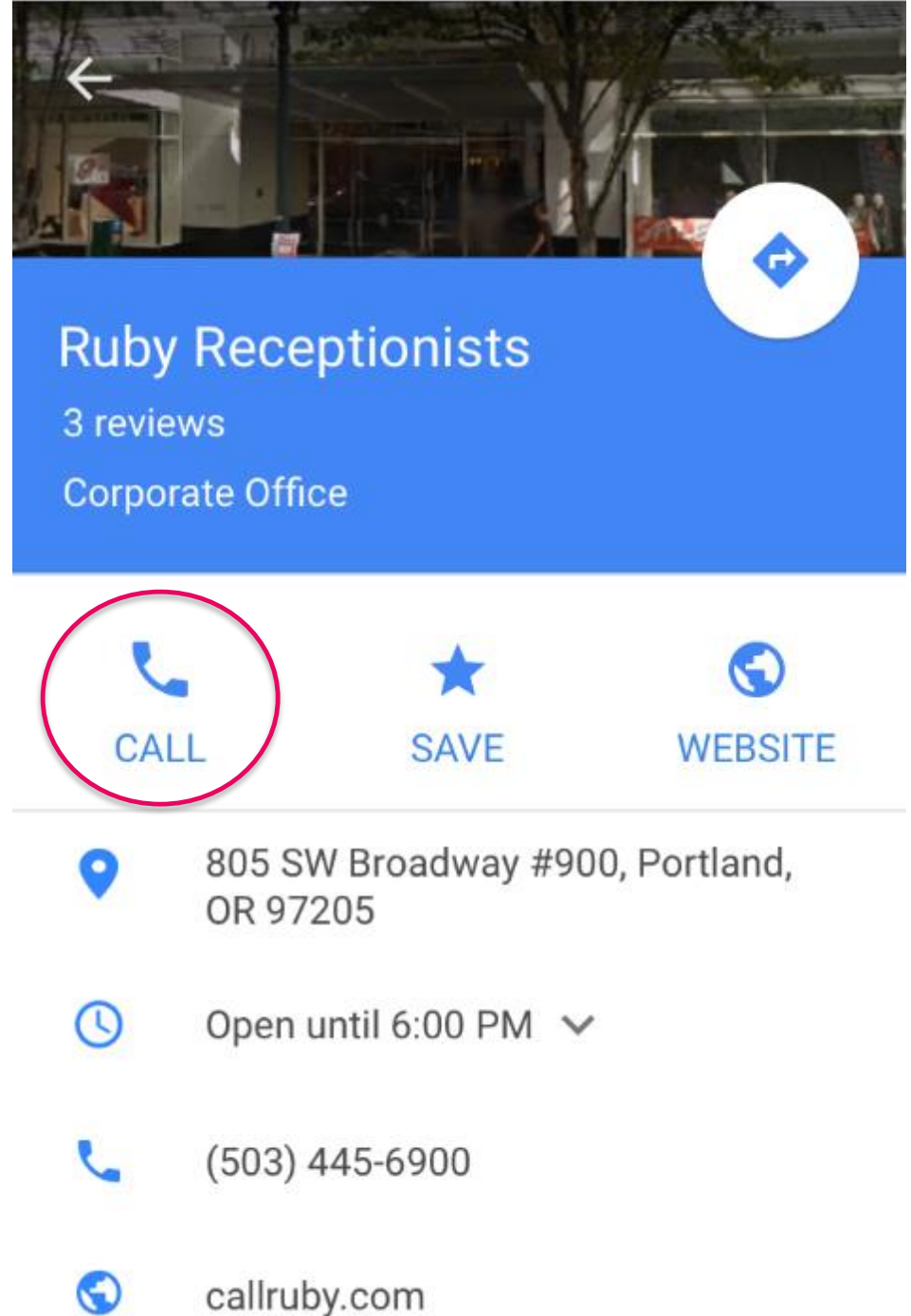
## What frustrates mobile users?

- Not reaching a live person
- Hard to find or non-existent phone number
- Non-responsive websites

# Optimizing for Phone Leads

# Google

- Claim your business and manage profile at [business.google.com](https://business.google.com)
- Add address, hours, URL and phone number







# Website

- Make it easy to find!
- Header
- Footer
- Contact Page
- Any calls-to-action

<a href="tel:18666117829">866-611-7829</a>



# Custom Numbers

- Marketing campaigns
- Local offices
- Bilingual callers



555-1111 → Radio Ad

555-2222 → Print Ad



503-1000 → Portland office

310-1212 → LA office



555-3333 → English-speaking callers

555-4444 → Spanish-speaking callers

# Delivering Great Service

# Why are potential clients calling?

TO QUICKLY GET AN ANSWER – 59%

TO TALK TO A REAL PERSON – 57%

NEED MORE INFO – 54%

IT'S CONVENIENT – 52%

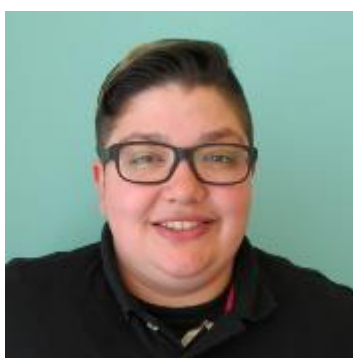
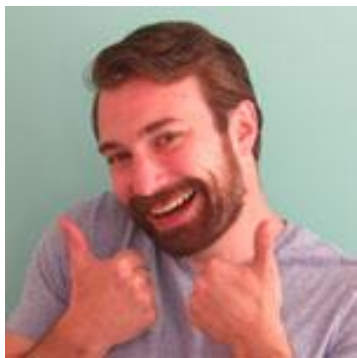
A live person!





## Who answers for your practice?

- You!
- Virtual receptionist
- Employee routing
- In-house receptionist





hella

“Thank you for calling \_\_\_\_\_. How may I help you?”

What does this look like  
all put together?



## A great caller experience is ...

- Personal
- Delightful
- Helpful





## Active Listening

- Clear your work area
- Restate what the caller has said
- Acknowledge emotions



# Handling questions

- Avoid “I don’t know”
- Respond with confidence
- Focus on what you can do





## Tone and Pace



From the desk of Ruby...



**RUBY**  
RECEPTIONISTS





# Measuring Success

- Review call data for campaigns
- Track call volume
- Encourage reviews
- Survey clients

Need a little help?



# Ruby Receptionists

A real person who

*cares about your practice*

will answer every business day  
call





Win business with memorable first impressions





Work the way you want

Ruby's live service integrates with



**Clio**



**rocket** matter



Lexicata<sup>®</sup>



Save money without sacrificing quality

# 5 Key Takeaways

- Make your phone number easy to find and clickable
- Have a real person answer the phone
- Train on great customer service
- Keep the experience consistent
- Track your success

# Special Offer

As a member of GLSA, you receive \$100 off your first full month if you get started with Ruby by July 31, 2018.

Use Promo Code: GLSA

Give us a call at 844-234-8519 or visit

[www.callruby.com/GLSA](http://www.callruby.com/GLSA)



# Questions?



receptionists

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