

# HOW TO CHOOSE THE BEST ANSWERING SERVICE FOR YOUR BUSINESS



You've been running a successful business, and your phones are frequently ringing to prove it. However, as your business has grown, the strain on your staff has increased. Hiring an answering service will not only lighten the load on your team, but it will also improve your customer service overall. The real question is—how do you know what to look for when choosing an answering service? Consider this five-point checklist your resource for choosing the best answering service for your business needs.



## THE OPERATORS ARE LIVE.

Some call centers use a technology called IVR, which typically takes a caller through a series of prompts and then routes the caller to the staff member on call or your business's voicemail. IVR technology can be aggravating if the caller isn't routed to the right person, or if the call is an emergency and the prompting and routing process causes delays. Hiring an answering service with live and courteous operators ensures that your customers are greeted professionally and quickly each time they call.



## THE LIVE OPERATORS KNOW WHICH CALLS YOU CONSIDER URGENT.

It's important that calls after hours of an urgent nature are answered, like in the medical field for example. You'll want live operators who will know which scenarios you consider urgent, and which person should be contacted in these cases. Live operators can discern which calls are a lower priority and can be returned the next business day.



## THE OPERATORS ARE BASED IN THE U.S.

Some of the automated answering services may outsource their work overseas. Language barriers may become problematic if your patients can't understand what the operator is saying, or vice versa. It is helpful, however, if the answering service offers Spanish as well as English as part of its support.



## THE SERVICE IS LOCAL.

When possible, choose an answering service that's local to your business. You will work with people who know and care about your community, plus you are much more likely to get personalized service with the setup and maintenance of your system and in-person education for the staff members who will be using it.



## THERE ARE NO EXTRA OR HIDDEN FEES.

Many answering services charge extra fees if you make changes to the schedule—like the hours you need service, the staff members you want to receive transferred calls—or if you go over a certain number of calls one month. Look for a service that offers different plan options at affordable prices, with no extra fees. Once you choose your plan, what you see is what you should get.

How your calls are handled reflects on the reputation of your business, and using the right call center can make the difference between gaining or losing a customer. **Voice Link** provides live answering services guaranteed to exceed your expectations. Request information **Online** or call us at (800) 262-2799 for a free consultation.

