

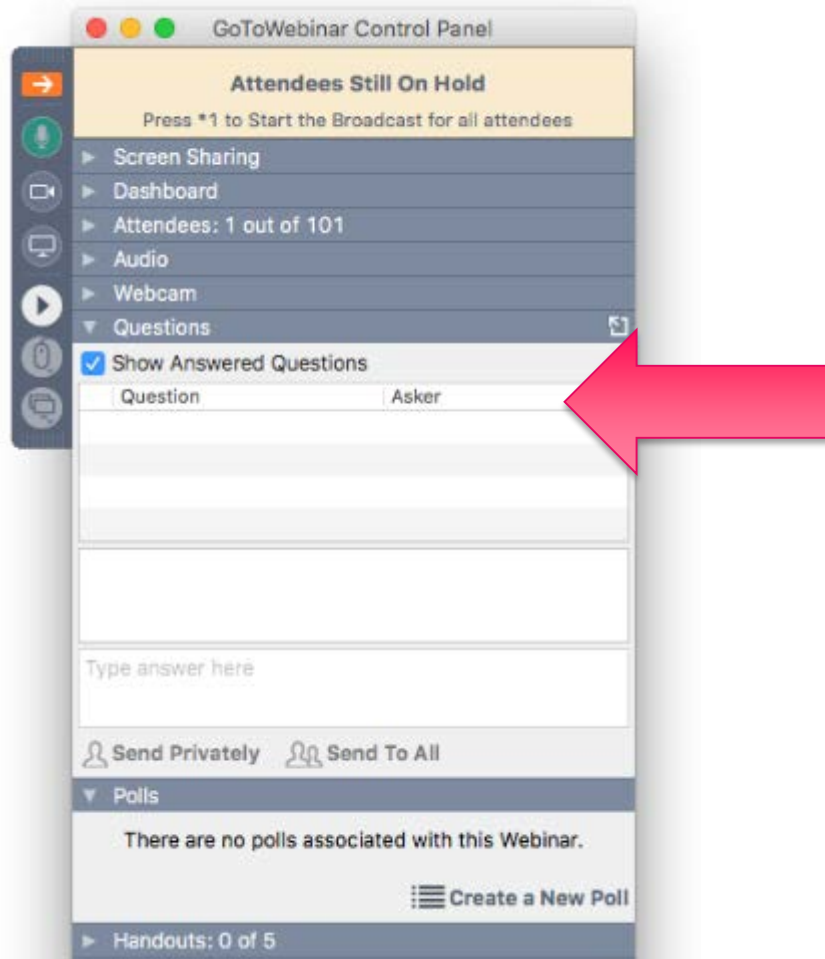


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Introducing Colorado Bar  
Member Benefit:  
Ruby Receptionists

# About GoToWebinar

- 30 min long
- Time for questions



# Diana Stepleton – VP of Partner Engagement



- Previous roles at AT&T/Lucent
- Entrepreneur
- Been with Ruby 8 years
- MBA

# Agenda

- Introduction
- Optimizing for Phone Leads
- What is a virtual receptionist
- How it works
- Useful features
- Questions



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

—Bia/Kelsey

# 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>



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%

# What is a virtual receptionist?

- Answer calls live
- Custom greeting
- Tailored call-handling
- Delightful service



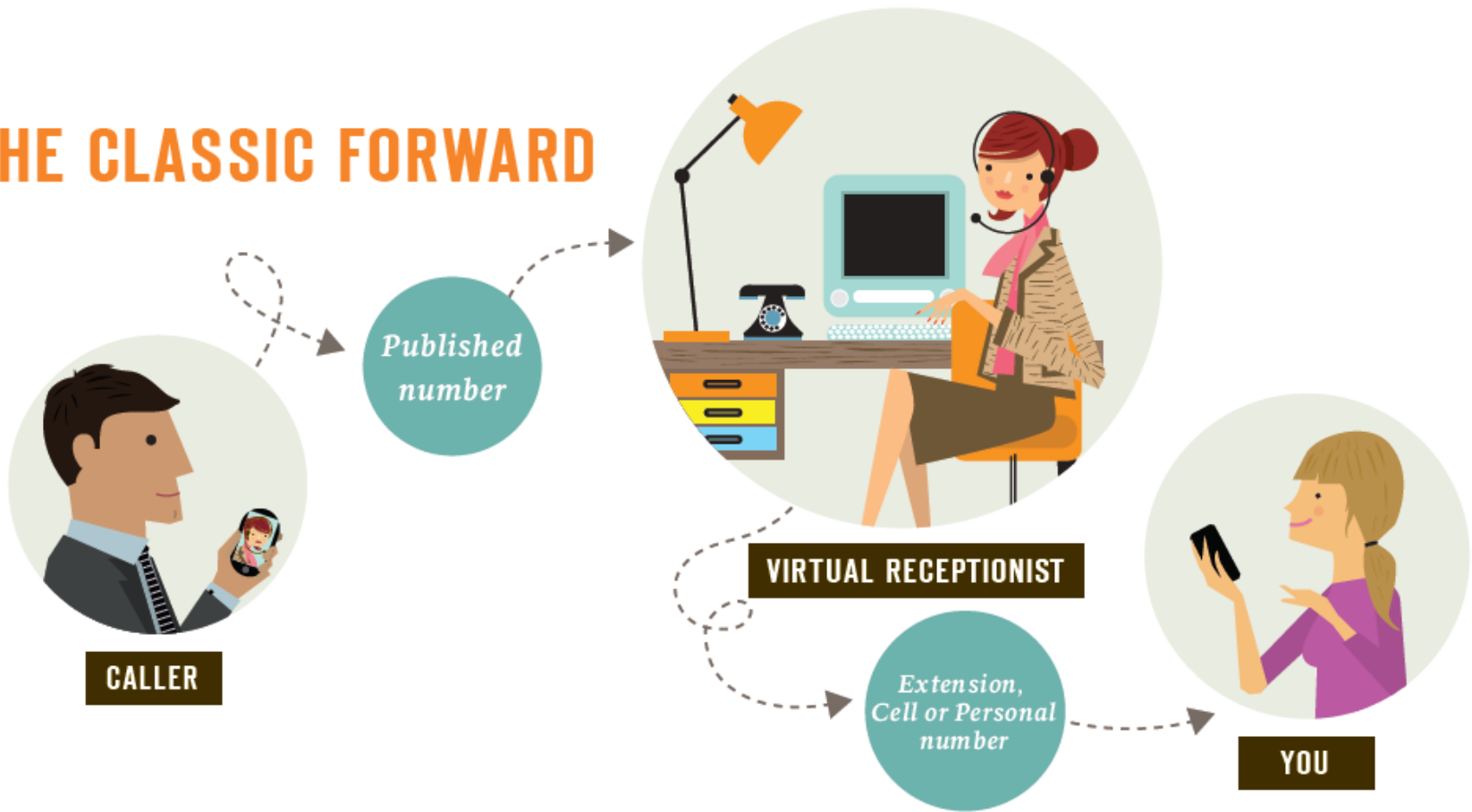


## Why Might I Want a Virtual Receptionist?

- Capture more business
- Great first impressions
- Build trust with callers

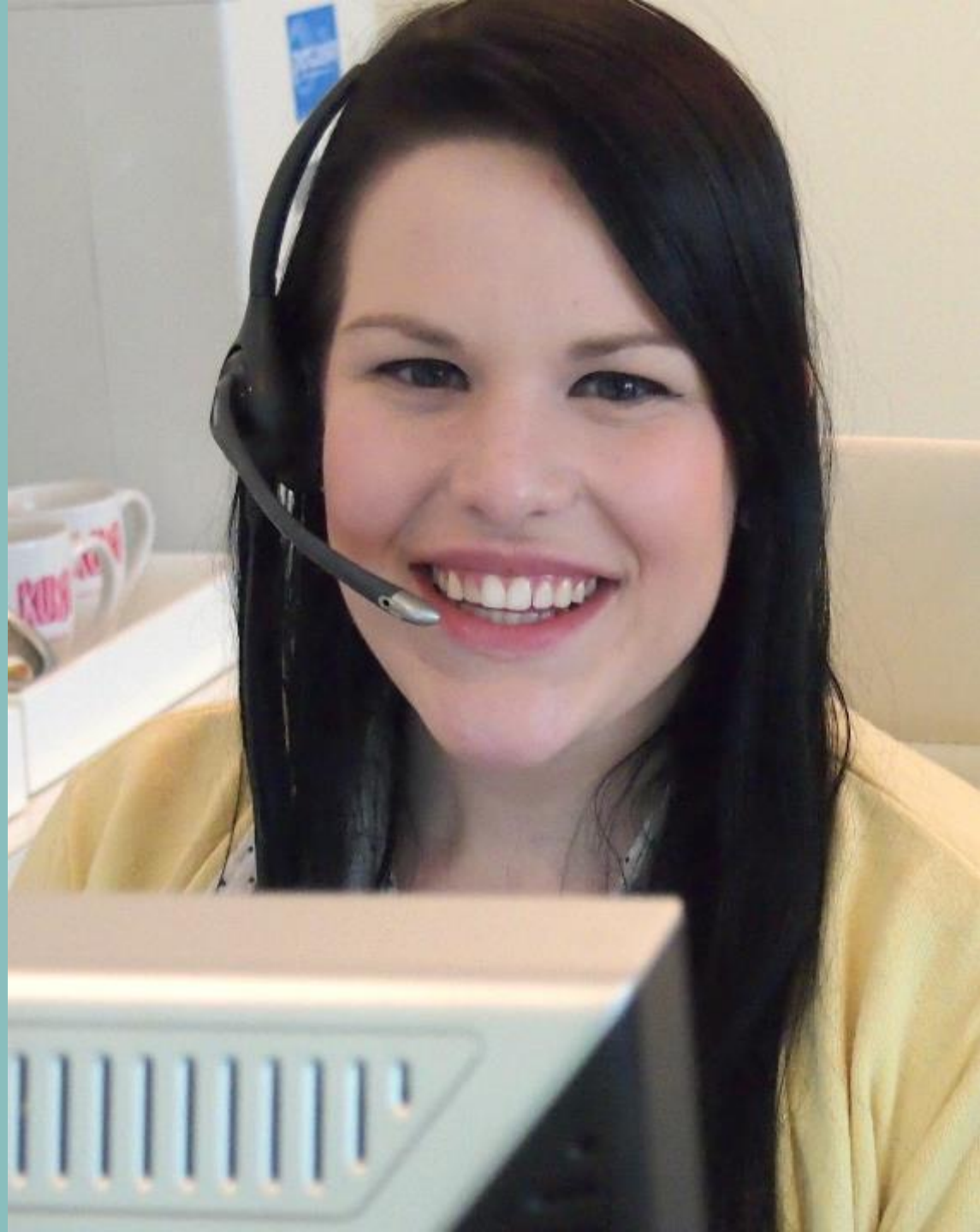
# How it Works

# THE CLASSIC FORWARD



# Call Handling Best Practices

- Types of calls
- Prioritized?
- Schedule



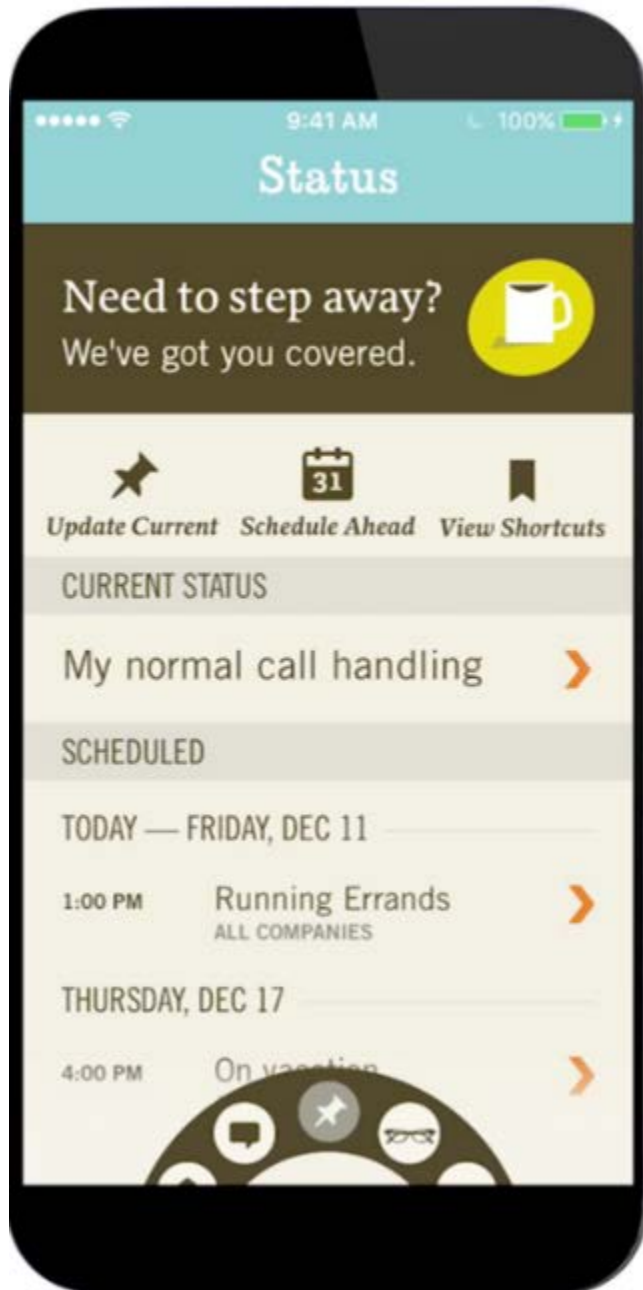


## Forwarding Options

- Full-time
- Part-time
- Overflow



# Useful Features



# Temporary Instructions

Alma Ree - Odyssey Telecommunications - 39 sec. - Ruby Voicemail - Inbox

Message

Delete Reply Reply All Forward Attachment Meeting Move Rules Read/Unread Categorize Follow Up

**Alma Ree - Odyssey Telecommunications - 39 sec. - Ruby Voicemail**

**Ruby Staff**  
Tuesday, February 9, 2016 at 10:37 AM  
To: Katie Hurst  
📎 20160209\_1034346.wav (415.1 KB) Preview

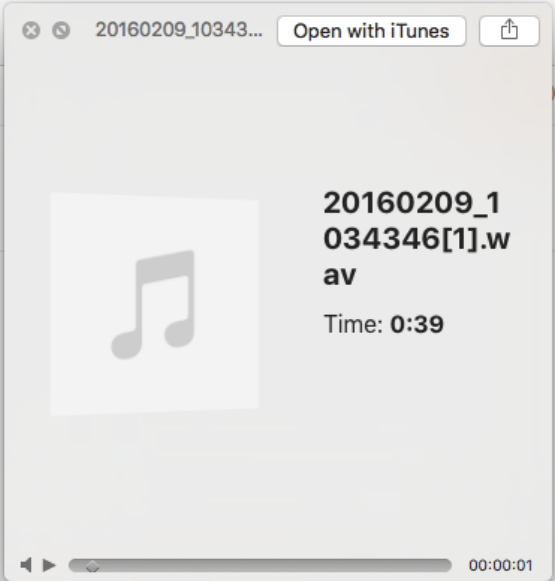
From Name: Alma Ree  
From Number:  
From Company: Odyssey Telecommunications

Actions: Sent To Voicemail  
To: Hurst, Katie Ruby Receptionists  
Date: 02/09/2016 10:33 AM  
Caller ID: Buffalo NY 1 (716) 218-4025  
Ruby Receptionist: Marie Aubin

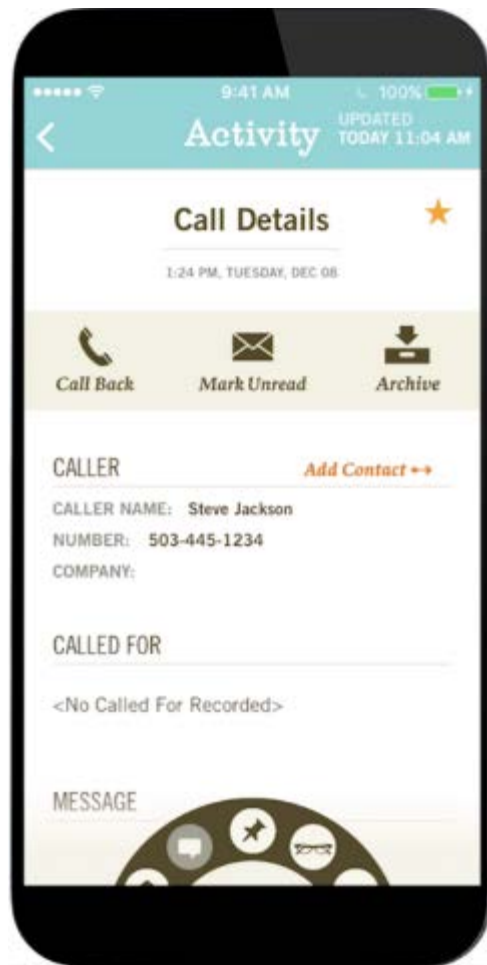
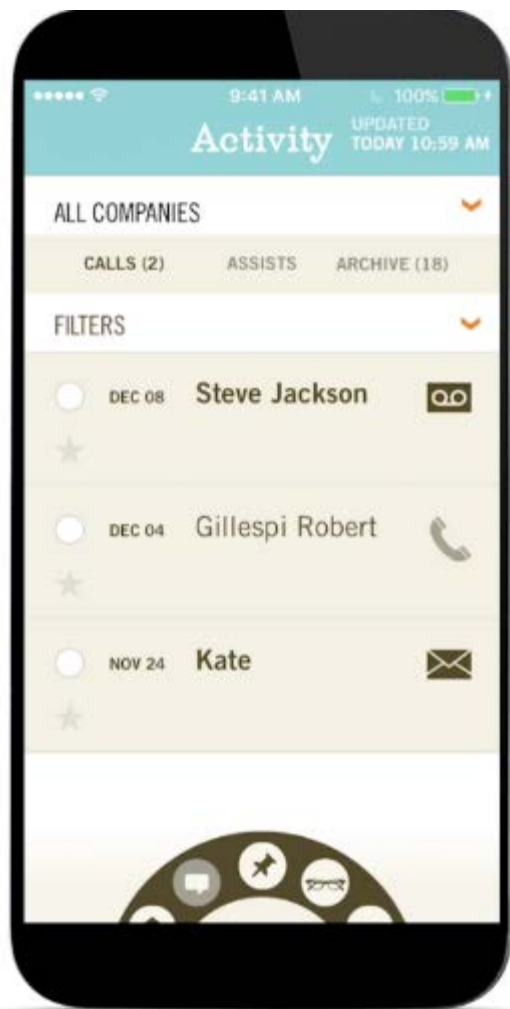
Vicemail Duration: 39 sec.  
Box Number: 503445690077  
Box Name: Katie Hurst

You have a new voicemail message! To listen, simply open the attached .wav file.

Access your voicemail messages anytime: Log in online at <https://pearl.callruby.com>, open the Ruby app, or dial 855-322-0990.

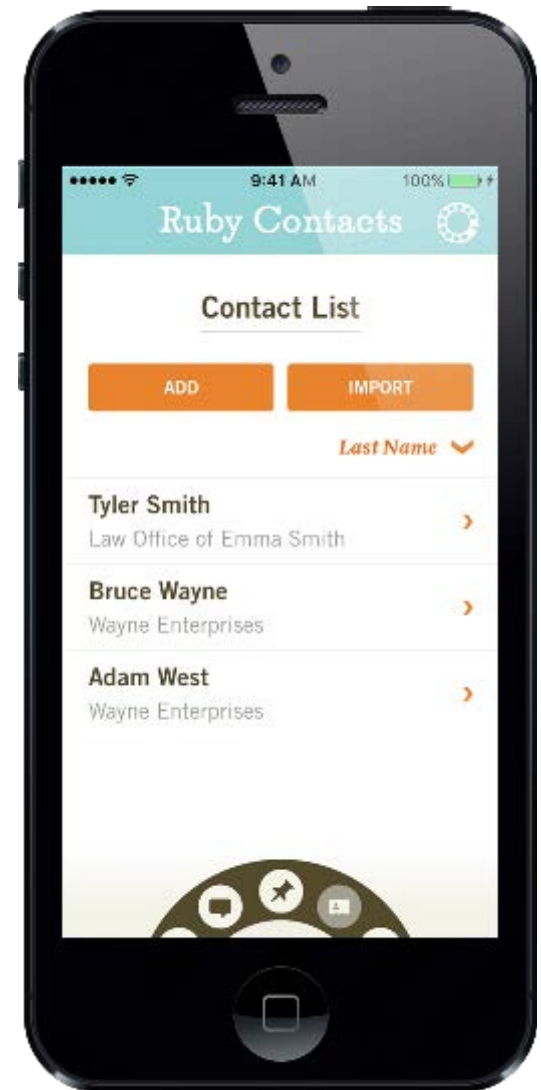
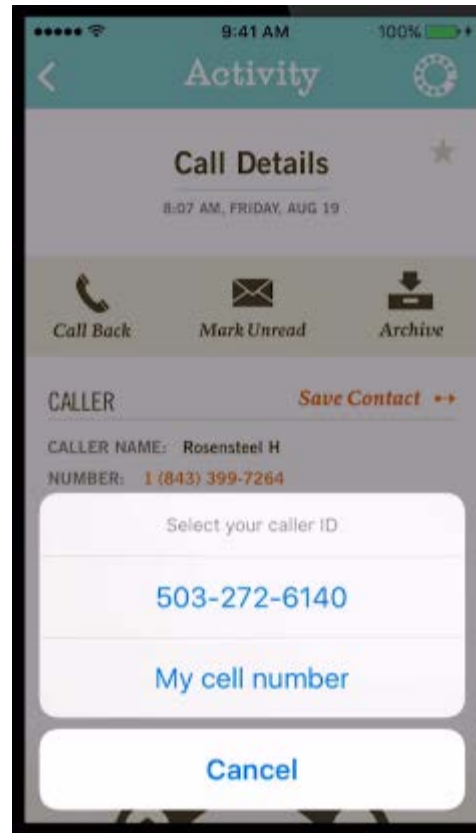


Email, text, & mobile alerts



# Activity and Call Details

# Choose Caller ID and Import Contacts



# INTEGRATION WITH





## FAQs

# Intake

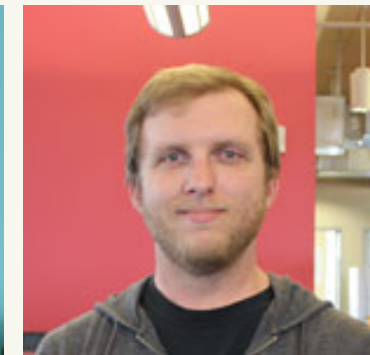
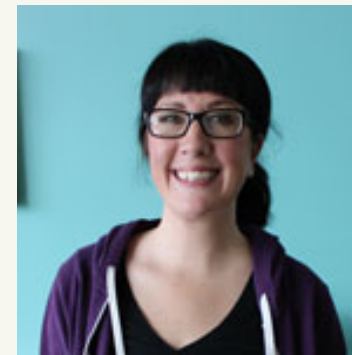
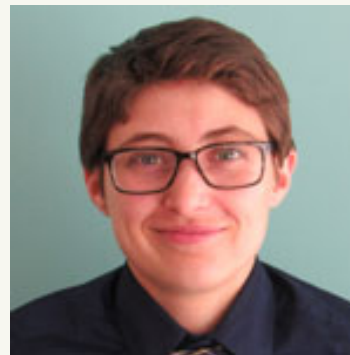
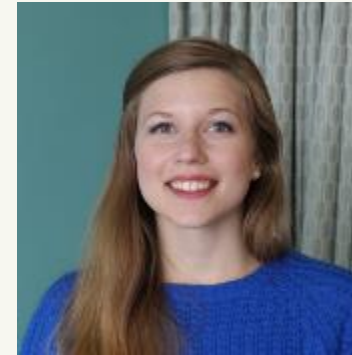
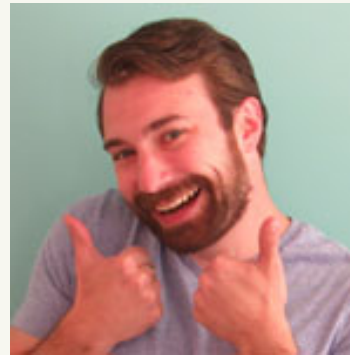
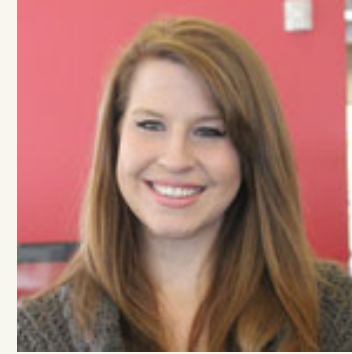






## Outbound Calls

There's more!



A real person who  
*cares about your  
practice*  
will answer every call



Save money without sacrificing quality

# Special Offer

Colorado Bar Association members get a lifetime 6% discount  
on Ruby's monthly plans.

**Sign up for Ruby by May 15, 2017, and you'll receive an  
additional \$100 off your first month's invoice!**

Promo Code: COBAR Webinar

Give us a call at 866-611-7829 or visit

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



# Questions?



receptionists

[hello@callruby.com](mailto:hello@callruby.com)

866-611-7829

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