RUBY
receptionists
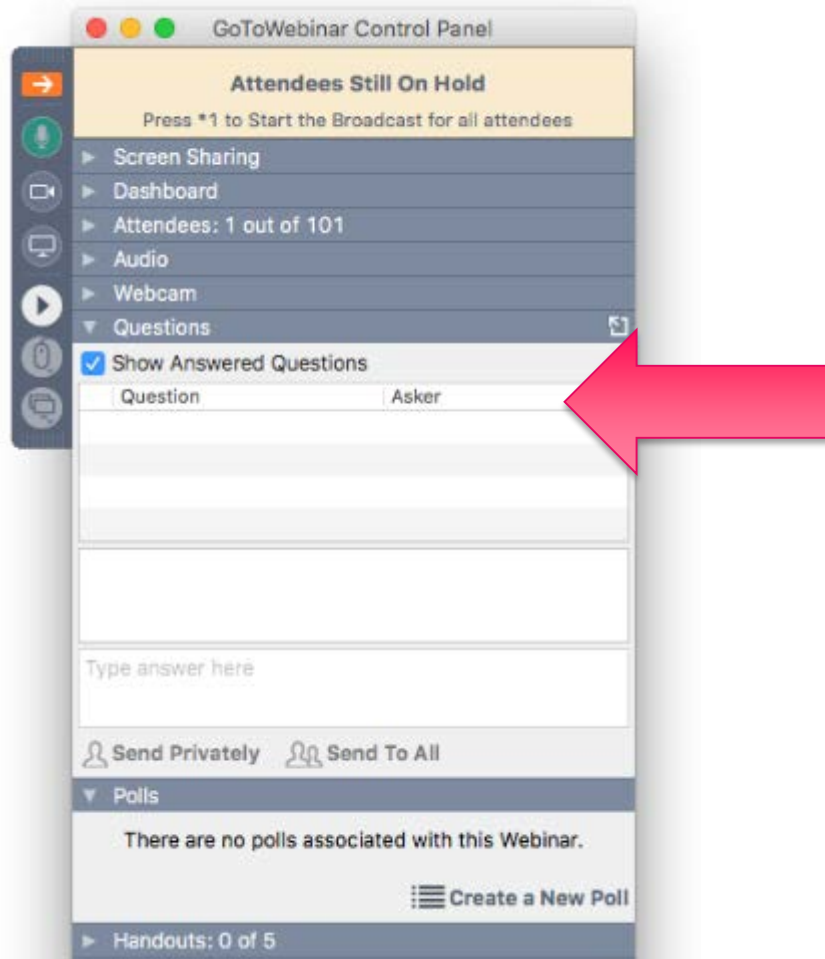
Introducing Colorado Bar
Member Benefit:
Ruby Receptionists

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

- 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%

RUBY
receptionists

What is a virtual receptionist?

- Answer calls live

- Custom greeting

- Tailored call-handling

- Delightful service

RUBY

Why Might I Want a Virtual Receptionist?

- Capture more business

- Great first impressions

- Build trust with callers

RUBY

How it Works

THE CLASSIC FORWARD

CALLER

Published number

VIRTUAL RECEPTIONIST

Extension, Cell or Personal number

YOU
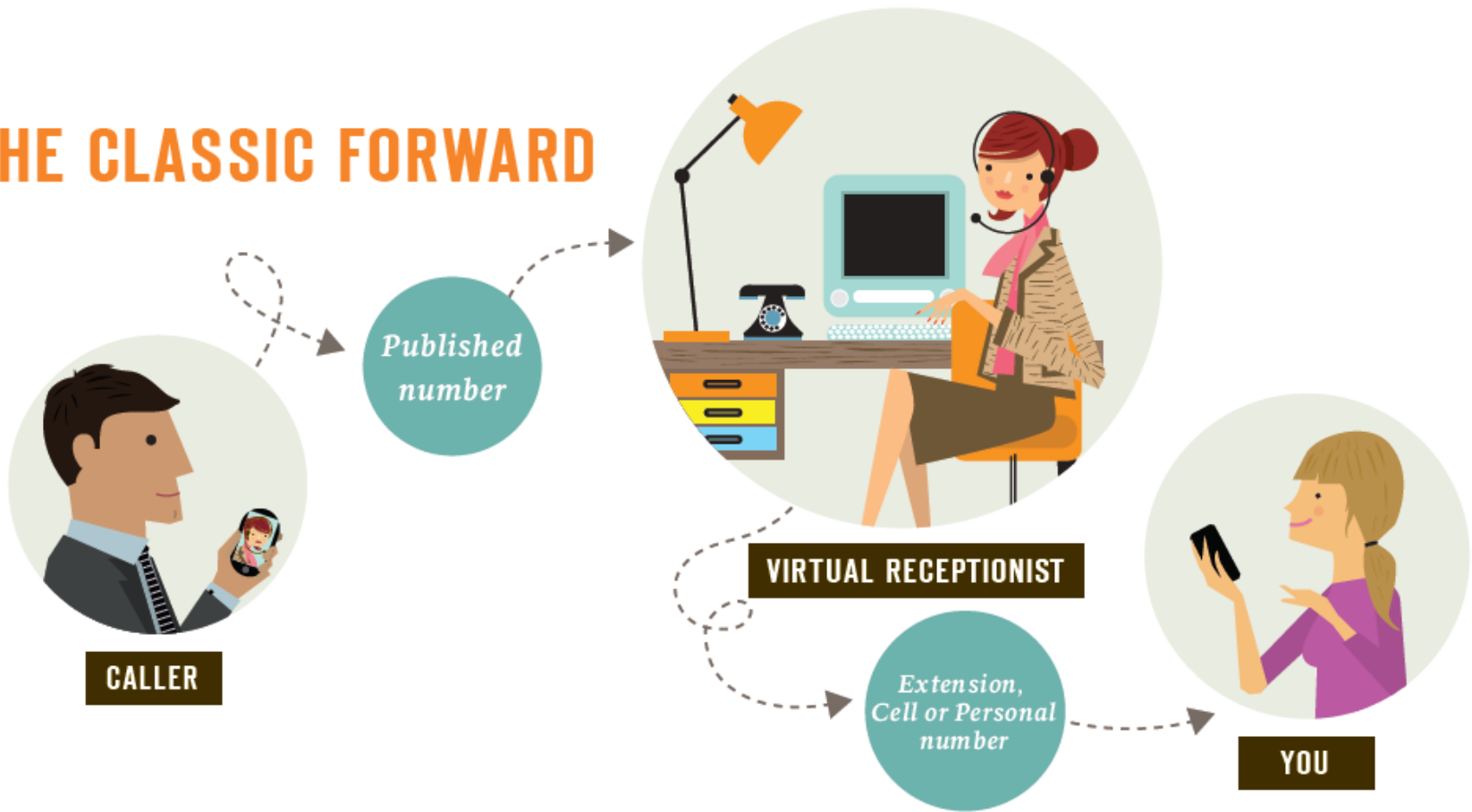
Call Handling Best Practices

- Types of calls

- Prioritized?

- Schedule
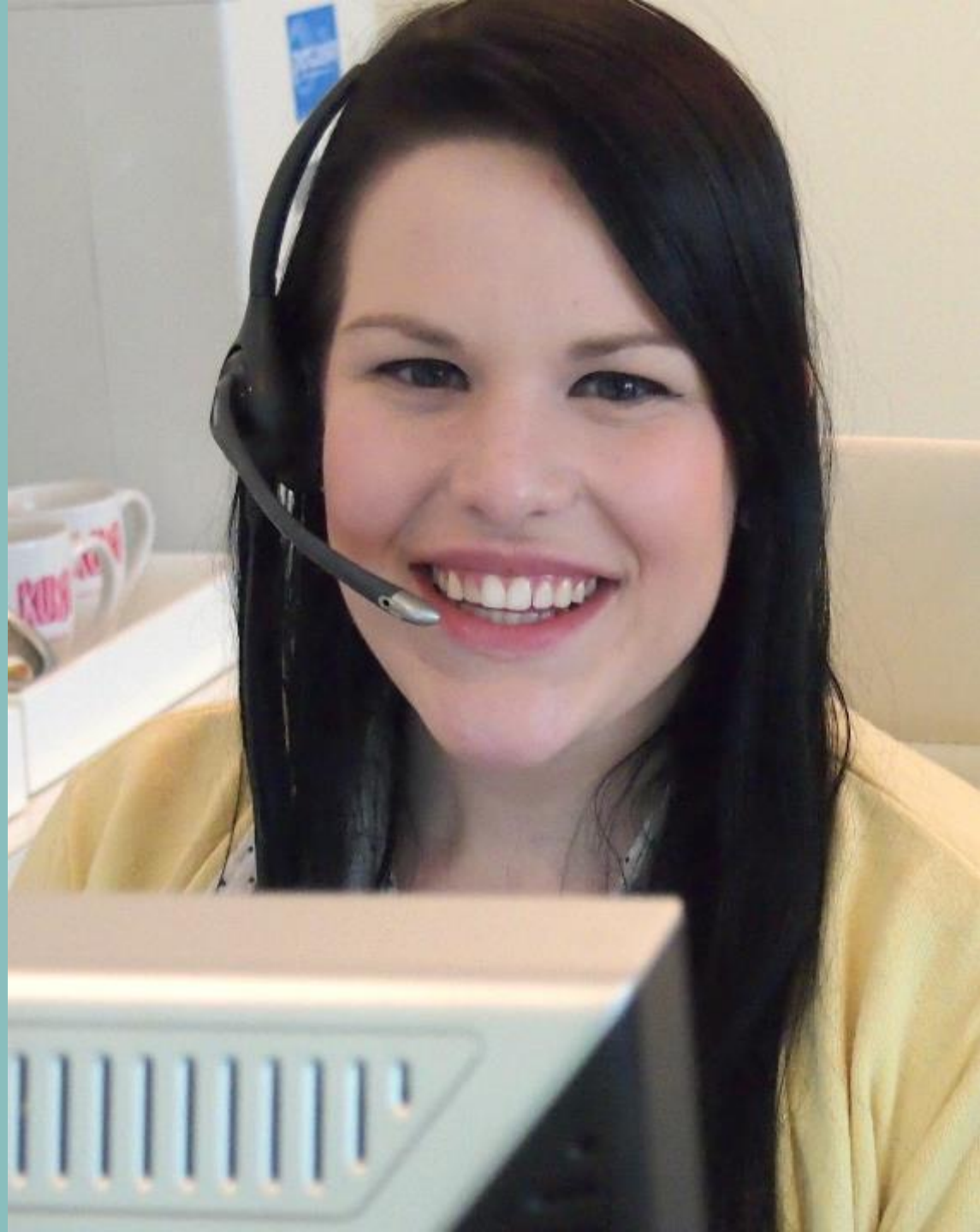
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Forwarding Options

- Full-time

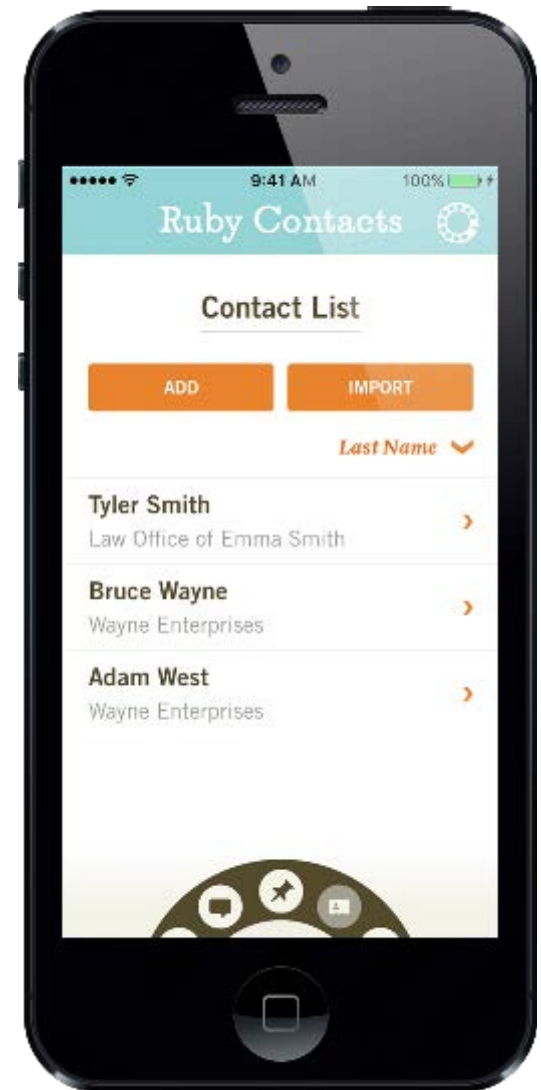- Part-time

- Overflow

Useful Features
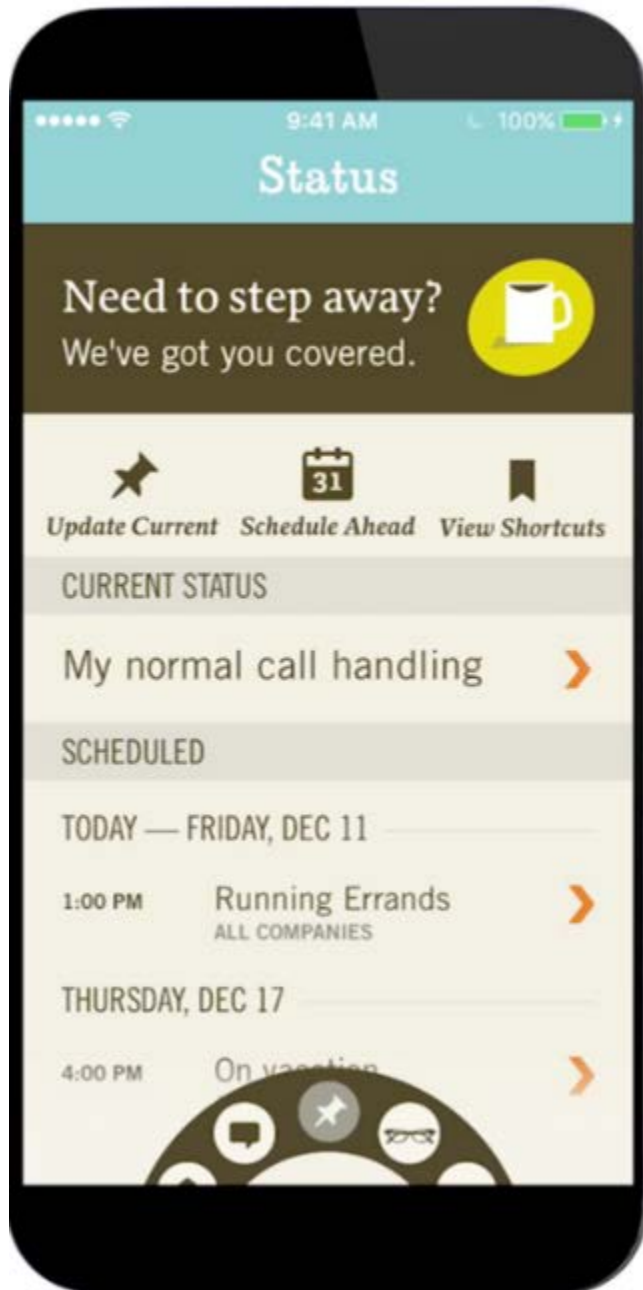
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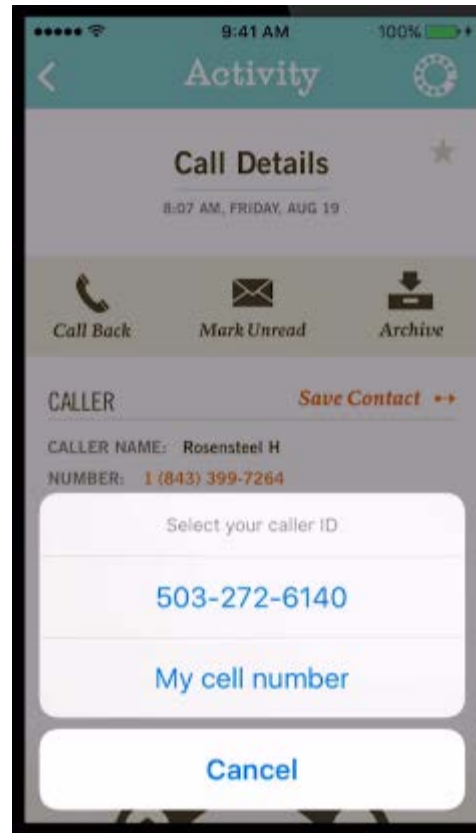
Email, text, & mobile alerts
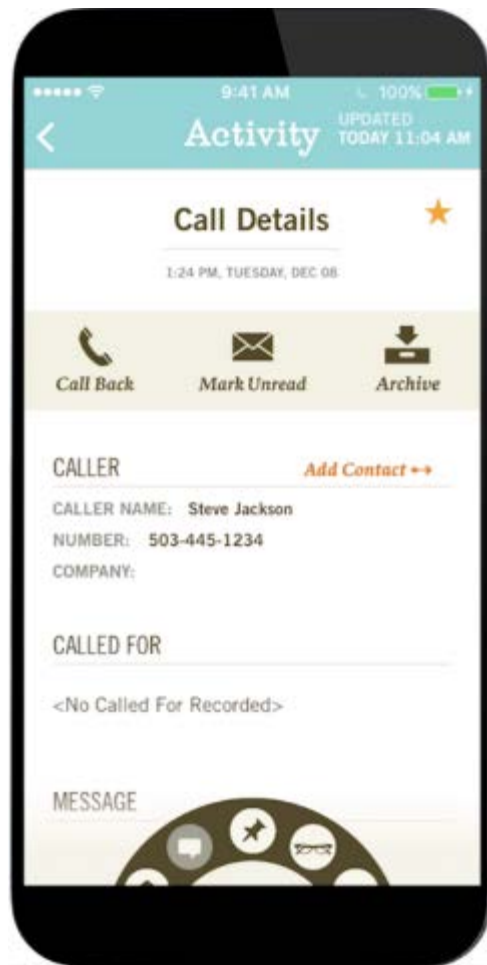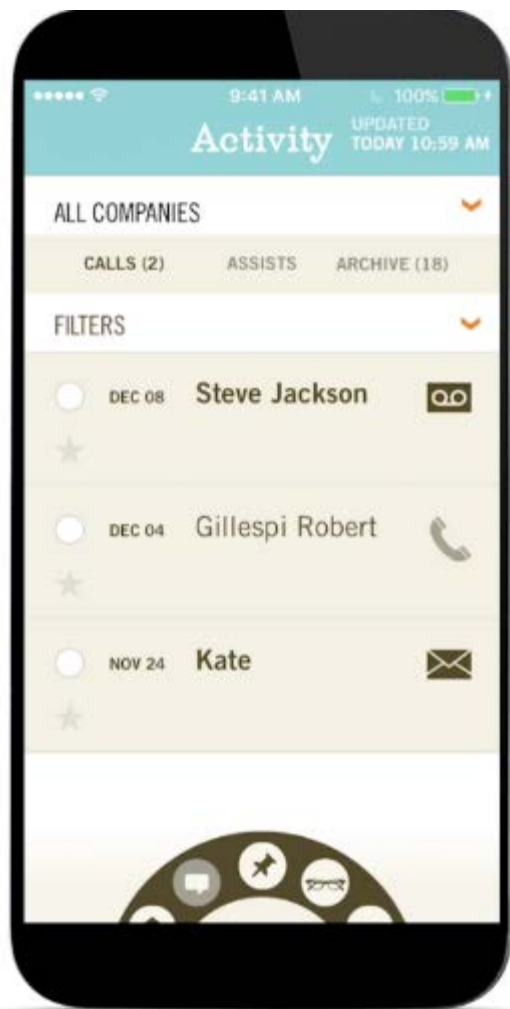
Activity and Call Details

Choose Caller ID and Import Contacts

INTEGRATION WITH

Clio

rocket matter

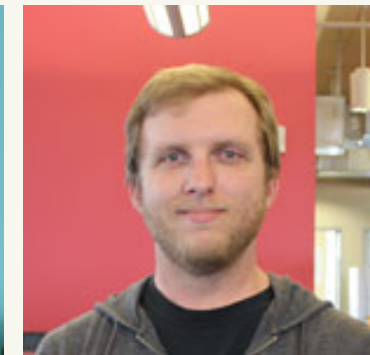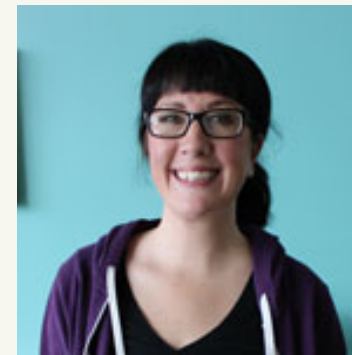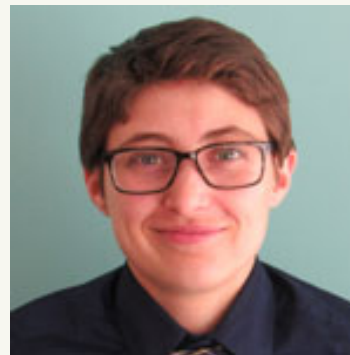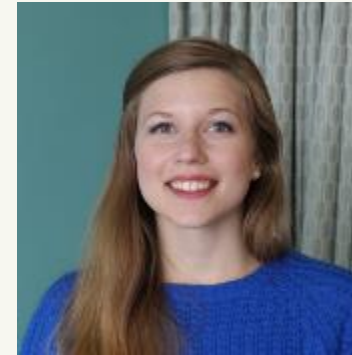**Lexicata**®

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FAQs

Intake

Outbound Calls

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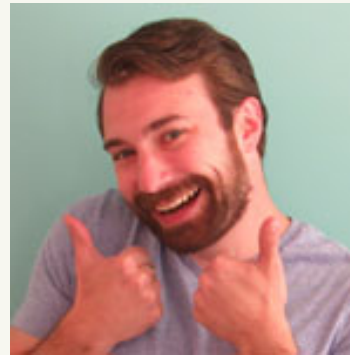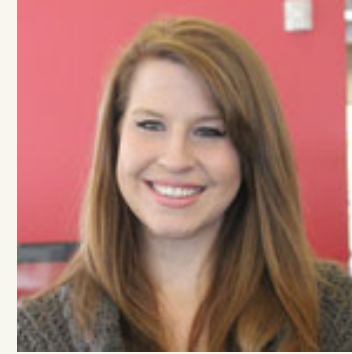
There's more!

A real person who

cares about your

practice

will answer every call

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