



WHY SECURING AN ANSWERING SERVICE IS A GOOD IDEA FOR ALMOST ANY BUSINESS

OVERVIEW

Every business is unique and, therefore, every business faces unique challenges, but there are some issues that are fairly constant regardless of what industry you're in or how unique your business model is. In this paper we cover the reasons why almost any business can benefit from partnering with a pay as you go 24/7 live answering service.

SITUATION

Most people think of an answering service as a practical business communications solution for doctor's offices or A/C repairs companies to use due to overwhelming call volume and odd business hours.

Of course, it makes sense for those types of businesses to use answering services. However, most people don't realize that a 24/7 answering service is actually useful for ANY business that has a phone number.

Pay as you go answering services only charge you when they actually take calls for your business - there may be a small base rate (typically \$20 - \$30 per month) for having the service in place, but any additional charges are only accrued when you forward your phones to the service and they answer your calls. So, for a small monthly fee your business has the security of knowing that trained customer service professionals can answer your phones at any time of day or night as needed. What are some reasons almost any business can benefit from having a professional answering service in place?

REASONS TO CONSIDER SERVICE

Every business is unique and, therefore, every business faces unique challenges, but there are some issues that are fairly constant regardless of what industry you're in or how unique your business model is. Issues that are common to the majority of businesses might include:

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- **Basic Infrastructure Issues**

Something as simple as a transformer blowing or a work crew digging a hole and accidentally cutting a fiberoptic internet connection can knock out a business' power or internet. Can your business function without electricity and an internet connection? Most cannot. With an answering service serving as back-up your business phones and email can be monitored and remain in place until your power or internet are restored. Having a trusted answering service on standby can minimize your downtime, keep revenue flowing and keep your customers happy.

- **Employee Call Outs**

Almost no one is able to make it to work every single day. Employees get sick, have personal emergencies to take care of and may be entitled to vacation or personal time off. If you have employees that are responsible for answering your business phones or emails then what do you do when they can't come to work? A 24/7 answering service can step in and handle your inbound communications anytime that you or your staff cannot so, there's no need for your business to suffer when an employee needs a day off.

- **Natural Disasters**

Unfortunately, many parts of the world have the potential to be affected by natural disasters including hurricanes, tornadoes, earthquakes, large snowstorms, wildfires, etc. These types of disasters can cause severe damage to infrastructures and make it impossible for businesses and individuals

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that are in the in the affected areas to communicate. Cell towers can be taken offline, electricity becomes unavailable when power grids are destroyed, internet connections become inaccessible and repairs or restoration of the infrastructure can take days, weeks or even months.

Reliable answering services configure their internal infrastructures with complete redundancy so that in the event that a natural disaster affects the areas they're located in, they are still able to function. Therefore, when disaster strikes these services serve as lifelines for businesses who don't have the redundant infrastructure necessary to keep their business communications online. Additionally, the majority of natural disasters give you little or no time to prepare before they decimate an area, but with a reliable answering service on standby your business can be prepared to handle communications.

- **Lack of Availability Pushes Potential Business To Your Competition**

Imagine that your toilets are backing up into your house. You've turned off the water, plunged the toilets and snaked the drains, but your toilets won't flush - you've clearly got a major plumbing issue and you need a plumber. So, you Google "plumber" on your phone because you can't remember who you called the last time you needed one. You take a quick glance at the results on the first page of Google and call the one with the most positive reviews, but the phone rings, no one picks up your call and you're sent to voicemail. What do you do next? Call the next plumber that appeared in the search results, of course.

“WHEN DISASTER STRIKES ANSWERING SERVICES SERVE AS LIFELINES FOR OTHER BUSINESSES”



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The first plumber's lack of availability has forced you to call his competitor. Unfortunately, this is an issue for businesses in almost every industry. If your potential clients can't reach you, it's extremely easy for them to find a competitor and if your competition is there to answer your potential and existing clients' calls then you will lose business. Using a 24/7 answering service positions a live person to answer your business calls when you or your employees can't and gives you the opportunity to capitalize on those calls so that your competition can't.

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SOLUTION

As you can see there are many reasons why having a partnership with a pay as you go 24/7 live answering service is a wise choice for almost any business. A low monthly rate of only \$20 can put a highly rated answering service like, AnswerFirst, in a position to handle your business communication needs when something as simple as an employee call out (or something as severe as a natural disaster) threatens to adversely affect your revenue and the quality of the customer service you provide.



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