



# 24/7 LIVE ANSWERING AND MESSAGE TAKING SERVICES

# TC AIR CHARTER

## EXECUTIVE SUMMARY

TC Air Charter Increases Bookings by Utilizing AnswerFirst's 24/7 Live Answering and Message Taking Services.



## BUSINESS CHALLENGE

Jennifer Lockwood, owner of TC Air Charter, says that the private air charter industry is highly competitive. Brokers, operators and aircraft owners all compete for the same business so unanswered phone calls often equal lost revenue. Prior to using AnswerFirst's 24/7 Live Answering & Message Taking Services, Jennifer attempted to answer all of TC Air Charter's phone calls from her mobile phone. Frequently, she was unavailable to take calls because she was meeting with a client or vendor which meant that valuable calls about booking requests were being sent to voice mail. Jennifer found that when calling potential clients back more than 50% of them had already booked a flight with a competitor

## THE ANSWERFIRST SOLUTION

TC Air Charter chose to utilize AnswerFirst's 24/7 Live Answering & Message Taking Services so that calls could be answered by live friendly professionals around the clock. AnswerFirst takes specific information from callers about their booking requests and then emails this information directly to TC Air Charter where it then can be handled and quoted promptly. There's rarely a need to call a potential client back for more information regarding a booking request because AnswerFirst gets the required information on the initial call.

## RESULTS

- 24/7 professional live answering of all inbound calls; no calls are missed
- Detailed message taking allows TC Air Charter to quote bookings faster
- Enhanced overall customer experience
- Increase in revenue due to faster response times

“OUR BOOKING RATES HAVE INCREASED DRAMATICALLY SINCE ANSWERFIRST STARTED HANDLING OUR INBOUND CALLS.”

- JENNIFER LOCKWOOD

