

AUGUST 2026

AB Universal Messaging

We are your answer!

BUSINESS CALLS

Important Information from AB Universal Messaging

Dear Friends,

When you trust another company to speak with your callers, take your messages, and help during busy or difficult moments, that relationship matters.

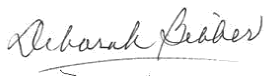
At AB Universal, we know we are doing more than answering the telephone. We are helping protect your time, support your staff, and make sure important calls are handled properly. We want your callers to feel that they have reached someone who cares, even when your own team is unavailable.

The information you share with us also helps us do a better job for you. Updated instructions, feedback, and even a quick conversation can help our agents represent your company more accurately. A real partnership also means being willing to hear when something needs improvement. We trust you to tell us when something does not seem right, so we have the opportunity to look into it, address it, and do better.

Many of our clients have been with us for years, and that means a great deal to us. We appreciate your confidence in AB Universal and the opportunity to be part of your team.

Thank you for your continued trust and support.

With Appreciation,



No Reviews – No Growth

AB Universal is trusted by clients who have formed true business partnerships with us. Today, the rules for marketing and bringing on new customers have changed dramatically. Now, potential customers judge us by the quantity and quality of our reviews. As AI takes on the heavy lifting of the search, it is factoring in Google Reviews and similar platforms when determining whether to recommend a business. AI doesn't THINK about reviews the way people do. It looks at factors such as the words used, the number of reviews, and the overall ratings. You may have an excellent company, but without strong reviews, you may be less likely to receive recommendations. Potential customers are trying to determine which business to trust with their company's reputation. With little else to go by, the one with the best and most reviews wins.

We want to remain a personal service, yet we also need to grow. If you know someone who is looking for a compassionate business partner (or someone who needs one and doesn't know it), please recommend AB Universal. Most of our clients have been with us for well over 10 years, and some have been with us since our first years in business. You are probably one of them.



A quick review would mean so much to us. Please leave us a review and share your experience with AB Universal. Because good partnerships work both ways, we would also be happy to review our excellent experience working with you.

You can be proud to pass on our name because you trust AB Universal with your name. And we believe trust is the ultimate currency.

[Click Here For Our Client Portal](#) Use our online portal to view and listen to your messages and update on call at no charge

More Value, Less Overhead

The year is half over, and we're all looking for ways to be more fiscally efficient. While we can't completely SAVE our way to greater profitability, every penny you save does go straight to your bottom line. Labor is one of your biggest expenses, and if you can reduce the need to hire additional employees or replace those who leave, you'll be more prosperous. By partnering with AB Universal, you are keeping your receptionist costs as low as possible – while ensuring that every call is properly answered and emergencies are taken care of right away.

You're already enjoying hidden savings - because our labor reduces your labor costs. Since our labor doesn't add to your overhead, we're also helping you cut your payroll, taxes, and government fees - we love that! And a portion of the cost of everything from copy paper to toilet paper is absorbed by us when our agents handle work that would otherwise be handled by your employees.



As you partner with us, there are also indirect savings. You'll gain more time and "time is money" when you are not interrupted by a myriad of unnecessary and unproductive calls. It's estimated that more than 25% of all calls in the U.S. are unwanted or spam! That is a real hit to your bottom line. Finally, you save additional dollars in recovery time when we triage your calls; it takes a minimum of nine minutes, and often double that, to get back in your groove after an interruption.

There is no doubt that partnering with AB Universal provides excellent value and a strong return on your investment.

Life in 25 Words or Less: "Alone we can do so little; together we can do so much."
—Helen Keller

When Temperatures Rise, Patience Can Fall

Forecasters are calling for a warmer-than-normal late summer, with the possibility that the heat could continue into early fall. For businesses handling emergency calls, service delays, and after-hours problems, that can also mean more frustrated callers.

No one is happy when their air conditioning stops working on a 90-degree day. They are uncomfortable, frustrated, and worried about how long it will take to get help. By the time they call your office, their patience may already be running thin.

Our agents understand that frustration. They listen carefully, show empathy, gather the necessary information, and help callers feel heard. A calm, caring response can often ease a difficult conversation and reassure the caller that their concern is being handled.

However, frustration does not excuse abusive behavior. Our agents should not be expected to accept threats, personal attacks, or persistently inappropriate language. If a caller becomes abusive, the agent may calmly warn them that the conversation cannot continue unless the language changes. If it continues, the agent may end the call.

When that happens, the details are documented so you know what occurred. This allows you to follow up appropriately while also protecting the people answering your calls.

We are proud of the patience and professionalism our agents demonstrate during stressful times. They will always make every reasonable effort to calm an upset caller and provide compassionate service. At the same time, setting reasonable limits helps us protect our team and continue providing the dependable service your callers deserve.



AB Universal

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