

**AB Universal Messaging**

We are your answer!

**BUSINESS  
CALLS**

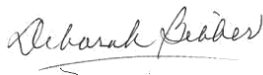
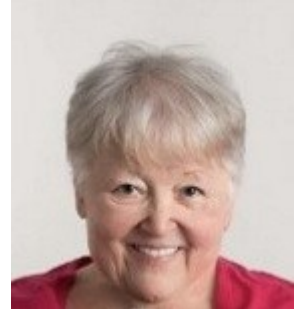
Important Information from AB Universal Messaging

**D**ear Friends,

It's almost September! How can we possibly be so close to writing 2027 on our checks? (Wait – does anyone write checks anymore?) We have come so far in the past few years. New(ish) technology has become second nature. Most of us use ACH to pay our bills – it's much easier and more cost effective. We are getting used to having ChatGPT proofread our writing and we ask Alexa for the quick answers we used to look up on our own; few of us even own a dictionary anymore. We shop on Amazon rather than in stores, and we're learning how to converse with chatbots when we check on our orders. We've become a "sound bite" society, young people rarely carry on a conversation – preferring text. So many changes in so few years!

Despite all the technical advances, your customers still very much appreciate your (our) answering service. We are sometimes asked, "Are you a real person?" and we hear the relief in the caller's voice when we assure them we are real. AI can work well when the caller has straightforward questions or needs, but if something is complicated, or the caller is upset, a "real person" makes all the difference. If you're interested in AI, talk with us. We have ways to incorporate AI with careful implementation, and still have that caring individual who inspires relief that they have reached a "real person" answering your calls. Greater use of AI for customers will come, eventually, for customer care – but we're not quite there yet.

With Appreciation,

Life in 25 Words or Less: "The sole purpose of business is service."  
—Leo Burnett

**Forever Stamp Price Increase**

The United States Postal Service has announced a postage increase, which took effect on July 12th, and pushes the First-Class Mail Forever stamp to 82 cents, up from 78 cents. It was the 7th increase since 2021, resulting in a 27-cent increase in a five year period. If the developing pattern holds, another increase of at least 4 cents is likely to be announced in January 2027, and then again in July 2027.



According to the USPS website, "The additional-ounce price for single-piece letters will remain at 29 cents." The Postal Service is also seeking price adjustments for other First-Class Mail products, Periodicals, USPS Marketing Mail, Package Services and selected Special Services products.

Everything seems to cost a little more these days, and unfortunately AB Universal is not immune. Though we continue to work hard to keep any increases as small as possible. If you are not already using ACH, please consider it. It is convenient, secure, and helps eliminate unnecessary billing costs.

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

# Upselling For Your Bottom Line

One of the most successful upsells ever - the McDonald's query, "Would you like fries with that?" has undoubtedly increased sales by billions of dollars since its inception. It was a friendly (no pressure) suggestion to add low-cost fries to an order, and it worked. Upselling increases revenue from existing customers by an average of 10% to 30%, making it one of the most cost-effective growth strategies for businesses.

Most businesses could benefit by offering upselling and cross-selling opportunities for their callers, maintains Klaus Solberg Söilen. These techniques succeed in nearly every industry where customers have choices, variations, or add-ons.

Suppose someone calls your pet boarding lodge and asks for a three-night stay for their pooch. After obtaining the necessary facts, our agent may ask, "Would you like to have Buster groomed while he is here?" If the answer is, "No thanks," the agent moves on. However, that casual question will often result in a reply of "Oh! Yes, that would be great!"

Nearly every business can turn these simple suggestions into greater income. Seasonal changes often provide perfect reasons for making this helpful offer.

A landscaper might suggest a fall cleanup cross-sell when asked for a mowing quote. A caterer might pair an upsell of a platter of cookies when delivering lunch for an office meeting. Often the caller will be grateful for the reminder that these extras are available, especially if there is only a nominal fee.

If you aren't using these techniques, you're leaving money on the table. Our team can gently encourage your callers to increase their order and thus your bottom line and be grateful for it. At AB Universal we like helping to build businesses!

Klaus Solberg Söilen, a professor of business administration at Halmstad University in Sweden, is the author of *Digital Marketing: Tools, Techniques, and Best Practices for Graduate Students and Managers*.



Scam Alert From the FTC: A way to spot scams: how someone asks you to pay

[Click Here to learn more](https://consumer.ftc.gov/consumer-alerts/2026/07/way-spot-scams-how-someone-asks-you-pay) or visit <https://consumer.ftc.gov/consumer-alerts/2026/07/way-spot-scams-how-someone-asks-you-pay>

## Why Is Our Newsletter Important For You?

We can't talk to everyone individually so we try to share important things through our newsletter. We fill it with information that can help you use our service more effectively, protect your business, and save or make money.

- ⇒ Explain new service capabilities
- ⇒ Warn you about new fraud schemes and threats
- ⇒ Learn about how customers have increased their bottom line
- ⇒ Announce new upgrades or planned service interruptions
- ⇒ Celebrate awards and certifications we have earned – to assure service excellence
- ⇒ Hear about the longevity of our agents, leaders, and even clients
- ⇒ Advise you about rate changes and ways to reduce your service costs
- ⇒ Explain how new services can increase your ROI

Don't forget we can send it to the multiple people in your company who "Need to Know". We can send it to multiple people in your company; just send us their email address.



### AB Universal

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and receive a \$25 credit towards your  
next invoice

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