

JUNE 2025

AB Universal Messaging

We are your answer!

BUSINESS CALLS

Important Information from AB Universal Messaging

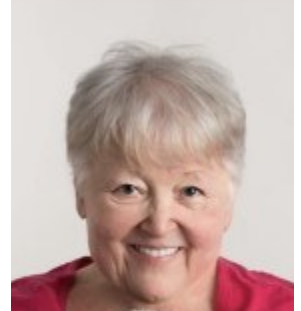
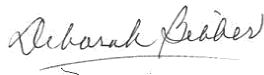
Dear Friends

This month we are going to continue briefly explaining changes we can make to your service that might be a cost-saving feature for you. In our April newsletter we asked you to spend a little time with us, reviewing your account profile and determining if we are working as cost effectively as possible as we provide your service. We were excited and gratified to see that many of you made appointments to do that review and now your callers are going to receive better, more comprehensive service.

We know how easy it is to just accept the status quo and not go back to reevaluate your current needs and our current capabilities but it can really help us both. If you haven't done a quick review yet, we again invite you to give us a call.

Please keep in mind that it isn't how much a service costs, it is how cost effective it is that really counts.

With Appreciation,



Life in 25 Words or Less: "It's easy to make a buck. It's a lot tougher to make a difference. "
—Tom Brokaw

What Else Can We Do for You? You Might Be Surprised

As technology slips into our everyday life, we wanted to be sure that you all know that we are able to interact more and more with third party software. For instance, if you are currently using Zapier with your in-house software, we use it too. Making it possible for us take your customer's information and send it directly into your software at the end of the call. In this way we can help build your CRM Database; or perhaps submit requests with your caller's information into your ticketing system.



If you have any questions about other ways we can work more directly for you, please call our customer care team and just ask. Sometimes we don't know what we don't know – or what you need! Please keep us in the loop, our vendors are constantly coming up with ways to make your service more comprehensive.

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

Cost or Cost-Effective?

If you give us the ability to answer a FAQ when a caller asks, will it increase the time spent to answer or decrease it? Let's look.

Trees R Us is a fictitious tree service company using AB Universal as their receptionist. We call them with emergencies throughout the day, and they return other calls when they were finished in the evening. That resulted in an upset caller who waited for hours only to find out that their needs could not be met.

The caller needed to have a dangerous dangling branch about 180 feet in the air cut off. Because the tree firm was highly recommended by a close friend she waited all day to learn that they could only go as high as 100 feet. Everyone was upset, and rightly so.



We determined that in the case of someone needing tree service over 100 feet, we would explain the situation and recommend his friendly competitor. He set up a finder's fee agreement with his friend, so everyone won. We could just say that Trees R Us could not work that high and let the caller try to find another company; but by making the referral everyone was happy. Yes, it takes another minute or two to give callers the name of the tree service that could help her. But the peace of mind of having another recommendation - PRICELESS!

Call today and see if we can create this kind of PRICELESS service for you and a colleague.

Scam Alert: From Entrepreneur — Deepfake Fraud Is Becoming a Business Risk You Can't Ignore.

[Click Here to learn more](https://tinyurl.com/yeyfz88e) or visit <https://tinyurl.com/yeyfz88e>

Is It Cheaper to Not Dial "1" When Calling Long Distance?

The short answer is no – the call will cost the same whether you dial 1 or not. When the system was invented, the original area code numbers went from 201 to 919. There were not (and are still not) area codes in the 100s. That's because "1" was reserved in the calling plan.

Every country has a one (or two digit) dialing code, that identifies the country of origin. For the United States, that number is "1"; and it indicates the country the call is originating in, and will be terminated in.

A lot of people think that dialing "1" is a way to tell the system you want long distance. And that is "sort of" true. But this is the 21st century and the "1" is no longer needed. Our computers know what we're doing, and they will just ignore the "1" if you have put it in. So, it's up to you, but either way, the call will cost exactly the same.



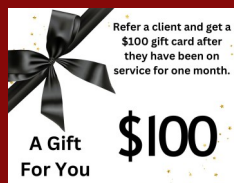
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