

AB Universal Messaging

We are your answer!

BUSINESS CALLS

Important Information from AB Universal Messaging

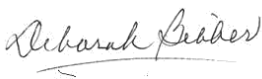
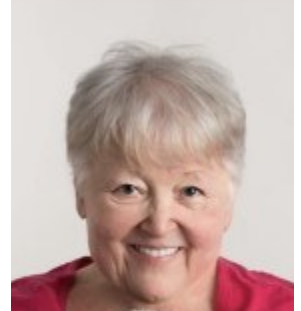
Dear Friends

Most of our customers have been with us for years – even decades. We often have articles in our newsletter advising you of new features we are able to provide; but the timing needs to be right for you to absorb that information. For the rest of the year, on the back page, you will find a brief description of some of the things you may not know we can do to make your life easier and your service better.

As you read through these examples of our service options, we HOPE a “What if..?” scenario pops into your mind and you will reach out to us to see if it can be done. If one person has a need, others will too.

Fall is the time of change, the air is crisp, we have renewed energy, and year end is getting close. This is the time to find the things that will bring 2026 in on a positive note.

With Appreciation,

Life in 25 Words or Less: “Efficiency is doing things right; effectiveness is doing the right things.”

—Peter Drucker

I Need a Receptionist !

Our client came to us with a common request, “In January we hired a great receptionist, so great that in April, we promoted her to sales. In May we hired a high school graduate, but her attendance was terrible. Our accountant’s wife volunteered – but now she’s on bedrest until the baby comes! Can you help us?”

Of course we could!

This client has an HVAC Company. The owner handles sales and estimates, and checks jobs when they are completed. He needs his schedule maintained, his calls answered, and messages sent to him when necessary. He employs one assistant and two technicians. The assistant schedules the techs, and checks jobs (on the road) during the day. The techs sometimes work individual small jobs and sometimes work together or with the assistant. They trade night on call each week, changing on

Monday morning when the office opens at 8:00 AM. That is a lot to keep track of.

Their phones are now answered at AB Universal 100% of the time, and most of their calls are answered by the same group of agents; if they are busy, any available agent answers. All calls come to their main business number, which is forwarded to us.

We dispatch to their cell phones or to the office email according to their protocol, using automation. We know where everyone is, and how long they will probably be there. Our client is thrilled; he is paying less than 20% of his previous receptionist costs and has no employee frustrations!



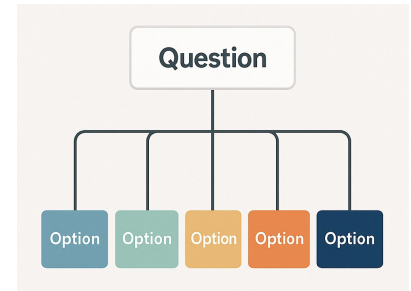
[Click Here For Our Client Portal](#) Use our online portal to view and listen to their messages and update on call at no charge

Would a Decision Tree Make Sense for You?

Different Message Forms for Different Solutions

Would it help you to have different message forms for different departments or different times of day – all coming in on one phone number and all in ONE Account Profile ?

A “decision tree” will give you exactly what you are looking for.



Emergency or Non-Emergency?

We will set up your account profile so that there are different message templates or forms for our staff to complete depending upon whether your caller has an emergency or something that can be taken care of when the office reopens.

Suppose we're answering for Pete's Electric Company. Pete needs us to determine whether his callers need immediate service or whether it can wait until the next business day. The conversation will go something like this.

Agent: Good evening, Pete's Electric. How may I help you?

Caller: Good evening. This is Susan White, Half of my house is without electricity.

Agent: I'm sorry to hear that, Ms. West. Do you need service before the office reopens?

If the answer is “YES”, a message template will pop up for our agent to fill in, and when the message is completed, our computer will automatically begin the paging process.

If the answer is “NO”, a different message form will pop up and when completed, the message will automatically be faxed or emailed to the office.

This is a way for automation to take place in the background and save precious minutes for you. System usage costs significantly less than people time.

Emergency	Non-Emergency
1 _____	1 _____
2 _____	2 _____
3 _____	3 _____
	4 _____
	5 _____
	6 _____
	7 _____

A Different Message Form for Every Person In Your Office

Internist	Obstetrician	Pediatrician	Nurse Practitioner
1 _____	1 _____	1 _____	1 _____
2 _____	2 _____	2 _____	2 _____
3 _____	3 _____	3 _____	3 _____
4 _____	4 _____	4 _____	4 _____

A physician's office might have several people on call for different needs an Internist, an Obstetrician, a Pediatrician, and a Nurse Practitioner.

Depending on the person requested, a different message template will present to the agent taking the call, who will fill out the information needed by that particular specialist. Each can have their own contact instructions, also. As shown above, the ability to have more than one message form provides flexibility and thus better service for customers.



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