

AB Universal Messaging

We are your answer!

BUSINESS CALLS

Important Information from AB Universal Messaging

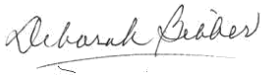
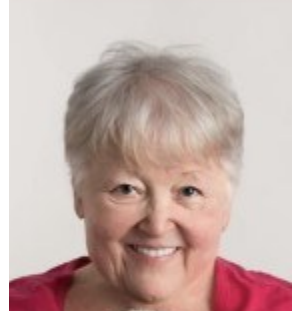
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November is here. This is the month that gives us a preview of how our business year will end. Barring any surprises, it's all over but the details. As we slide into the holiday season, we enjoy the break, but never quite move our minds away from the upcoming year. What didn't work quite the way we thought it would? Among the disappointments, what were the victories? What will we do differently and what small things might make big differences?

Don't miss our upcoming January Discovery Issue, and our annual Money Issue in February. We will be introducing things that will eliminate some hiring headaches, reduce chaos in your company, and increase your bottom line. No, it's not AI, or a variation on it. But what we share will make your life easier, and your business more successful. Take the leap — the net will appear.

With Appreciation,

Life in 25 Words or Less: "Life is the art of drawing without an eraser."
—John W. Gardner

Robocalls

Nearly everyone with a cell phone gets them. Robocalls and worse are the bane of our existence. One of the newest: "This message is from the loan department. It's imperative that I speak with you as soon as possible before this pre-approval expires." Spam and scams are ratcheting up – with better voices, grammar, and offers. Don't get sucked in! According to Tom Llamas on the NBC Nightly News, robocalls are up 20% to a six-year high. No country, state or area code is exempt. Now that AI has gotten into the equation, Americans receive over 420 million calls each month! The calls are usually obvious, but occasionally someone bites, and the average victim loses over \$3,500, plus the headaches of trying to put things right again.



It's estimated that less than half of phone companies have installed the FCC-required caller ID, filters to block the calls, or tools to allow customers to trace calls to their origin, so they can be shut down. The expert advice? Don't answer any call, text, or email from a number you don't recognize and report the call whenever you can. Yes, it's common sense, but it's a good time to remind your employees that callers are becoming more sophisticated and to protect themselves and your business.

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

Bells and Whistles to Elevate Your Service

You don't know what you don't know – especially about what we could be doing for you!

What if... we had bells and whistles that could accomplish exactly what you need, quickly and easily? The good news is, we probably do. The challenge is simply figuring out which of those “bells and whistles” would make the biggest difference for you.

Our customers sometimes assume what they want doesn't exist or would be too complicated or expensive. But what if... they're already right at your fingertips. What if... they are in use by other clients? What if... they are ready to save time, improve accuracy, and help your business run a little smoother every day.

Need to reach people quickly?

Whether it's confirming appointments, completing surveys, or alerting staff and customers about schedule changes or weather closures — we can automate those calls for you. Your customers can even press a key to connect live with your team here at AB Universal. That means no more long lists of numbers to dial, no waiting for callbacks, and no gaps in communication during those busy times when every minute counts.



Want your call information to flow directly into your own systems?

That's where API (Application Programming Interface) technology comes in. APIs allow our system and your office software to share information seamlessly — no manual data entry required. For example, when you onboard a new client, we can ask all your intake questions and have those details appear automatically in your CRM or management platform. It's one of those quiet, behind-the-scenes tools that saves hours of work. One you might not even realize could be automated, much less done by someone outside your immediate office staff.



Curious about what's happening behind the scenes?

By choosing to receive your message data in a CSV format, you can analyze and track whatever matters most to you — which campaigns or ads are driving calls, which areas generate the most inquiries, or how many callers are placing orders, requesting maintenance, or reporting emergencies. Once you have that data, it's easy to turn it into charts, dashboards, or reports that show the direct results of your marketing and customer-care efforts.



Need answers right now?

With web portal access, you can view reports, update on-call assignments, confirm who was on duty at a critical time, review messages, and even listen to call recordings — anytime, without waiting on a callback. It's like having a live window into your account, always open when you need it.

There are so many features built into your service that can make life easier and your business stronger. And they are ALL more valuable than their cost! If you're curious about any of these features, or simply have a need we haven't mentioned here, just ask — we love helping clients discover what's possible. Fees and turnaround time vary depending on the complexity of your request — but we'll always guide you through the options. After all, those bells and whistles aren't just noise — they're the sound of your business running better.



AB Universal

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