



MyRuby 

Outsourced Telephone Reception Solutions.

rubyreception.co.uk



“Outsourcing our Reception has been the business decision of the year.”

Nicola Cain Voice Communications

Ruby Reception – Putting a Ruby at the heart of your business.

Outsourcing your telephone reception to MyRuby will provide your business with a more professional, efficient and cost-effective reception service.

A Ruby Receptionist will answer, screen and manage your calls just like an in-house receptionist, except she is not based on site.


Here's how it works!

When you engage MyRuby, a dedicated member of our receptionist staff will be allocated to you as a client. Supported by her team she will take the majority of your calls and will be directly responsible for your service levels.

The service is available either as a complete replacement of an in-house function or to provide support using a seamless automated 'overflow' system. This can provide support at lunchtimes and during busy periods to cover holidays or sickness.

Your callers can be put through to you and your colleagues whether you are in the office or only available on a mobile. In addition, specific requests for information, such as directions to your offices, the contact details of individuals or general company information, can all be provided at reception level. You can even centralise the booking of meeting rooms, couriers or taxis.

To find out more about a trial just get in touch on our freephone number **0800 988 0977** or go to rubyreception.co.uk and contact us through our website. We'll take it from there!



“We wouldn’t change the way the business runs now and intend to keep our ‘Ruby’ as a very valuable and cost-effective extension of our team.”

Helen Hawkins Human Resource Services

What are the benefits of Telephone Reception as a service?

Clients from a variety of business sectors are recognising outsourcing their telephone reception as a way of running their front of house facility. We have clients in the legal, medical, creative and financial sectors and are delivering cost savings and improved service delivery for all of them.

Compared to traditional in-house solutions, our service will:

Reduce cost

The traditional fixed cost salary model of an in-house receptionist is something that many

companies are re-appraising. MyRuby’s monthly fees are based on usage.

Increase service levels

Callers are impatient and most will hang up after five rings. By seamlessly managing the peaks and troughs of demand during the working day, MyRuby can handle any number of your calls, whenever they occur.

Remove HR overhead

HR costs are a major burden on business. MyRuby means you carry no unnecessary recruitment fees, temporary staff, training expenses or NI costs.

Leverage fixed costs

Every desk, square metre of office space and IT asset should be contributing towards your core business function. Providing telephone reception is our core business so MyRuby leaves you free to leverage more of your investment on your core function.

Improve efficiency

All callers are not created equal. A skilled Ruby Receptionist will prioritise important client calls over day to day business calls - and can screen out sales calls altogether.

Utilise latest technology

We employ a bespoke integrated IT and telephony platform that integrates with your own systems. It’s been proven dozens of times with a wide variety of client configurations.

Provide a guaranteed personalised service

The key to our service is your own named receptionist guaranteeing service levels. As we gain and retain knowledge of your business the service you experience will get even better.



The professional way MyRuby receptionists manage their clients has been recognised with numerous award nominations.

Who are the Rubys?

We call our receptionists Rubys – though they all have their own names and you'll get to know yours very well indeed.

They are all based at our modern head office in Colchester where we recruit our Ruby Receptionists for their bright and engaging personalities, which are just as important as their qualifications. Attitude is everything and once aboard, we put them through a rigorous training programme to hone their skills, with constant evaluation to ensure our standards are maintained.

Whilst the human side of our business is at the core of what we do we don't ignore the metrics which we know is a vital element of our service delivery. Our systems ensure that we manage KPI's across all of the key service variables in our business including; average time to answer a call, abandoned call rates and CRE's (client reported errors).



How is the service delivered?

Your existing phone system contains programming which allows you to intelligently divert your calls to our receptionist, as and when you require.

So if you decide you need a completely outsourced solution, MyRuby would receive all of your calls and would action them accordingly.

Where a support or 'overflow' solution is required, the phone system and lines are programmed to transfer the calls to us only when your own lines are engaged or unanswered.

A 'hot' button would allow all calls to be diverted at certain times when no in-house cover is available, such as lunches or breaks.



Avaya provide communications hardware and software to a million companies worldwide including over 90% of the Fortune 500 and the US Government.

How does the technology work?

Those more technically minded among you will be reassured to know that we use a combination of an Avaya switch platform integrated with a powerful SQL based information system.

Each call is instantly recognised (it takes less than 0.01 of a second) as a call for your company and routed to the correct Ruby Receptionist and her team. At the same time, she is presented with your company desktop on her screen (see inset screenshot). This contains all of the information she will need to manage the call effectively.

By simply clicking on the appropriate areas of the screen your Ruby Receptionist can instantly connect callers to you or your team, send messages or retrieve detailed information such as maps, FAQs or your company website.

To find out how your business could benefit from a Ruby Receptionist - call us now on **0800 988 0977** or go to **rubyreception.co.uk** and contact us through our website.



What are the next steps we need to take?

1. We have a face to face meeting or conference call to discuss your requirements, the likely nature of your calls and details of your business.
2. We agree a trial period to ensure you have the opportunity to evaluate the service and a planned start date.
3. Then we liaise with your IT team or Telecoms provider to configure your phone system to correctly route calls.
4. Now we're ready to set-up our internal systems and brief your allocated Ruby Receptionist and her team.
5. We test our systems to ensure that we are ready and then the service goes live.

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