



Verbatim
the phone answering service co.uk



Press 1 for frustration The Facts behind UK Telephone Behaviour

“80% of companies believe they deliver a superior customer experience yet only 8% of their customers agree!”

Bain & Company
a leading international management consultancy

Research carried out by BT, NOP and The Survey Shop also shows that...

1. One in three businesses fail to answer all incoming calls
2. 98% of people say that poor telephone handling gave a bad impression of the company
3. 80% of callers hang up when they hear answer machines or voicemail
4. 69% never call back
5. On average a business will miss 15% of its incoming calls
6. The third most hated thing in business, after traffic wardens and junk mail, is voicemail
7. Four out of ten senior executives have dropped a current supplier or a potential supplier because their phone calls were not returned or they were hanging on for too long
8. 600 directors surveyed showed that poor telephone call handling was costing their firms thousands of pounds a year in lost deals
9. One in three of those surveyed said that they had found supplier's lines engaged so frequently that they had placed their business elsewhere.
10. Alice Miles, The Times columnist writes "...to become infuriated press 3...why can't they simply treat their customers like sentient human beings. You know, take a message, solve the problem and ring them back!"

What can you do to improve your customer retention and acquisition position?





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The Solution

Hire more staff at great cost to your organisation or outsource the calls to Verbatim, the professional telephone reception service, at a fraction of the cost

Verbatim, the phone answering service.co.uk, is based in Newbury, now in its 10th year providing a high quality telephone reception service to over 400 companies. We think what we do makes a difference to our customers, but don't just take our word for it; here's what our customers think:

"Since switching all our media response to Verbatim, we have increased our sales enquiries by 20%. Not only that, we have been able to use our existing staff more efficiently – a double bonus!"

Nick Tyler, Director
NHFA Limited

"I just wanted to say thank you from all of us here to you and your colleagues at Verbatim for handling our calls so professionally... although you are all at a distance and out of sight we are fully aware of how well you support us and I would like you to know that you are certainly not out of mind."

Paul Buckett, Head of Press and Public Relations
Volkswagen Group UK Limited

"The Verbatim service has been a huge benefit to my business. Within the first week of using the service, I won a £2,000 contract as a direct result of a message which Verbatim had taken. Calls from clients and prospects are answered by a cheerful human voice. I instantly receive a text message or, if it is an urgent call, I can choose to be connected to the caller there and then. I can add that Graham Hill is a personable, professional and customer-focused MD. Well worth a call!"

Nigel Temple

"In just one week we received ten calls that we would otherwise have missed. This resulted in an extra two bookings, so using Verbatim has proven to be a very good move for us. This represents a 2000% return on investment."

Jeremy Hinchcliffe
Stormit Enterprises

"Thanks to your staff we have taken approximately 30% more orders in the last three months. We could not have done this without their help."

Peregrine Pole-Carew, Managing Director
Silver Direct

Call Adam Hillier or Graham Hill on 01635 573208 to arrange for a free consultation and demonstration of the service so you can judge for yourself.