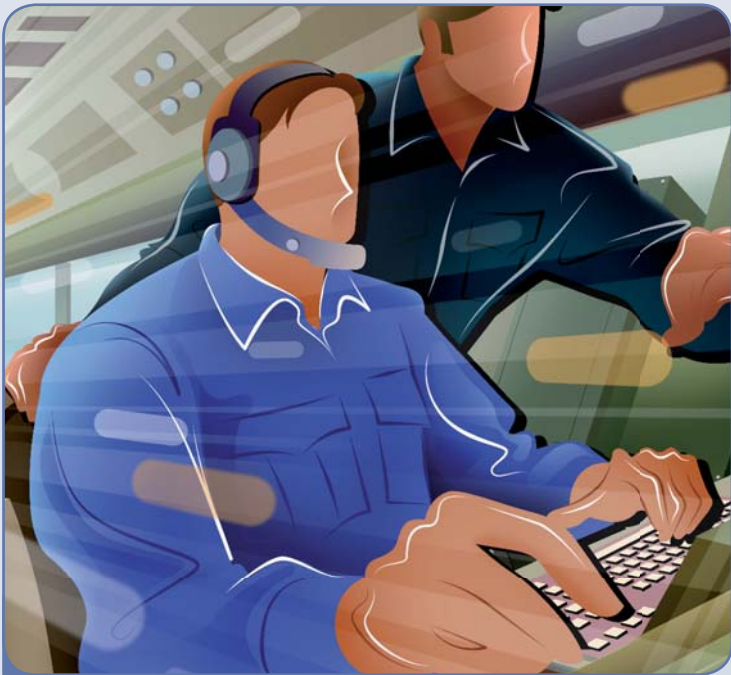


Do Your Customers Get the Red Carpet Treatment?

Verbatim is well known in West Berkshire and beyond as The Phone Answering Service; it handles thousands of calls every day for companies large and small so that no caller is faced with an engaged tone, endless ringing or the dreaded answer phone.

Praised by customers for their professionalism, Verbatim is rolling out the red carpet with a new VIP service that adds a personal touch to enhance the service even further.

When calling a company as a customer, you expect to be treated in a consistent and professional manner by the person answering the call. However, this is not always the case and often it's because the company you are calling doesn't have a satisfactory executive call handling service in place. It's a common problem and one which has prompted Verbatim to launch their VIP service for handling executive calls for their clients.



Joint Managing Director, Graham Hill explains: "For many businesses who use Verbatim, the majority of their callers will also be senior decision makers who expect high standards of communication at all levels within the company they are calling. But particularly in busy periods, calls for senior executives may get directed to a team member who isn't equipped to deal with them appropriately".

In many cases the person picking up the call either:

- Doesn't recognise the caller
- Requests details from the caller which the caller would expect them to know i.e. spelling of name, telephone numbers for call back
- May not answer the call in a consistent manner
- May even forget to pass the message on

However, Verbatim's executive call handling service can ensure your important callers receive the red carpet treatment, even when you are not available. "It provides a VIP service" says Graham, "allowing our clients to provide full details of their important callers so that even when they're not available their call will be answered in a professional, consistent and personal manner."

Indeed Verbatim already have a number of clients using the service and feedback has been excellent so far. "Just as important as customers are advocates, key suppliers and of course family and friends who might call" adds Graham, "All we require is their details from our customers and they receive the same personal and professional VIP treatment."

You would assume such personal service comes at a price, but as Graham Hill explained with a smile: "We were asked by some clients whether we would be charging a premium for this new service. We are most certainly not, because we believe we should do our best for all our clients - no matter what they spend with us."

www.businessinberkshire.co.uk/verbatimcc

