![nSolve - EXCELLENCE IN SOFTWARE DESIGN]

How nCall helped Best Reception provide a "truly personalised virtual reception service"

Best Reception installed the nCall telephone answering service software at the beginning of 2010. We spoke to Andy Mckenna, Best Reception's Managing Director, about the key benefits he has experienced since implementing nCall.

Why Best Reception chose nCall

Best Reception received their first call in Jan 2007. Their team of over 20 now provides a Virtual Reception Service to hundreds of customers from their offices in Hertfordshire. Services include telephone answering, sales support, appointment booking, order placing and front line IT support.

As Best Reception's business expanded they found that while their existing system could manage the increased call volumes, it didn't provide the speed, flexibility and rapid access to client information. It was time to look for a software system purpose-built for their industry.

Best Reception's business is all about excellent customer service – they needed to ensure that every call was dealt with in a polite, courteous and professional manner. Best Reception represent a wide range of businesses including private medical practices, solicitors, recruitment agencies and web designers. Andy needed a software solution which could be tailored to each client's specific requirements. He found that

the majority of software packages on the market were very "fixed", based on a scripted approach where receptionists were forced to follow a specific trail of steps. Best Reception promise their clients that they will "fit their service to suit your needs, rather than adopting a one-size-fits-all mentality" – they therefore needed a software system that could deliver the same.

nCall was just what they were looking for. It ticked all the boxes including their key requirement: client flexibility. nCall could be tailored to meet each individual client's specific needs. Best Reception can therefore offer each customer exactly the service they need, winning them new business and keeping their existing clients happy.

Getting up and running with nCall

Andy needed the transition from their old systems to nCall to be seamless. nSolve were on hand to assist with this process, helping with the transfer of data and explaining how nCall's feature rich software could be tailored to each individual client's needs. On April 2nd 2010, once all the data was up to date in the new nCall system, Best Reception took the plunge and switched over. The transition was seamless within a day they were fully up and running with nCall and had forgotten their old systems. As for getting the Best Reception staff trained up in nCall, Andy remembers it was a "piece of cake".

Andy has built a personal relationship with the support team at nSolve. Both during the implementation process and as they went on to fully utilise the nCall system, Andy commented "when we need support it's always there."

nCall's Flexible Client Features:

Best Reception find the following nCall features have proved essential in helping them to deliver their customer centric service:

nCall's unique client view screen

When a call comes through the nCall screen will automatically pop up that particular client's details including a personal greeting and other relevant information specific to answering a call on behalf of that client.

Additional Client Items

can be assigned to each client account, such as booking forms, price lists and company details. Using this feature, Best Reception can offer additional services to their clients, over and above the straight forward answering service. These additional items can include scripts to assist receptionists when dealing with more complex enquiries, e.g. front line IT support. This information is immediately at the receptionist's fingertips; there is no need for the receptionist to leave the nCall screen and hunt around for the relevant files.

Message Actions

Can be set up for each client, specifying how their calls should be handled, how they would like to receive the message, when and at what frequency. These Message Actions can change through time and within the day as appropriate. Andy commented that "these message actions are great because they remove the choice from the receptionist". nCall ensures that each call is handled exactly how that customer has requested. The customer can rely on Best Reception to deliver the service they have specified.

Customer Call History

Andy finds this feature particularly useful. If a customer calls Best Reception with an enquiry he can see all the calls made to that customer across all his terminals. So

despite answering calls for hundreds of customers on a daily basis, receptionists can stay on the ball with each and every one of them.

Billing Schemes

Billing can be defined for each individual customer, incorporating the agreed tariffs and rates. These can be as complex or simple as your business dictates, from flat across the board rates to different schemes for each customer. Andy soon plans to implement nCall Billing which will save him significant administration time and effort.

The Bottom Line

In conclusion, since going live, Andy and his team are reaping the benefits. "Our operators are able to wrap up calls far quicker, enabling us to take on more clients and offer other secretarial services. Client information is instantly available enabling us to answer calls on their behalf more efficiently whilst maintaining our high levels of customer service."

About nCall:

nCall is a world leading software system designed specifically for call answering services and virtual receptions. It supports the operator through the whole process of answering a call, taking a message, getting that message to the client and collecting the relevant information for billing and management reporting purposes. Integrating with the majority of modern telephone systems nCall automatically 'pops' client records and enables operators to control calls from within nCall.

About nSolve:

The nCall answering service software is developed and supplied by nSolve. For further information please visit www.nsolve.com.