Deploying a seamless inbound call answering experience for Purple Haze Virtual Assistant Services using nCall

Purple Haze VA is a Virtual Resource Service based in Suffolk, South East England, that provides its services to businesses and individuals in the UK, Europe, the USA and other locations around the world.

The Purple Haze team delivers a full range of front office and back office support including inbound call handling, diary management, customer relationship management and even bookkeeping and VAT returns.

From its early start as a one-person business, Purple Haze grew rapidly. Within six months, there were three employees and a high demand for their services. Now in its seventh year of successful business, Purple Haze has seven employees established in a beautifully appointed office in central Newmarket, and the business is still growing.

As the company's Director, Tracey Hayes, says, "We have a very, very high client retention rate. We want people to stay with us because they like the service they receive."

The Growing Cost of Inefficient Telephone Call Handling

Many of Purple Haze's clients make use of their excellent inbound telephone call reception service. It makes the clients' lives easier and their businesses run more smoothly, knowing that:

- They'll always make a good impression on their callers
- They never need to worry about unanswered calls, even at busy times
- Staff leave or sickness won't affect their call handling efficiency
- They can deliver a professional, effective response to inbound calls without the expense of hiring a full in-house telephone reception staff

The popularity of telephone answering services has risen dramatically as more and more businesses want to meet their customers' high expectations of customer service availability. Often, the need for telephone call handling is greater than the capability of the average small-to-medium sized business to manage these tasks in-house.

All of this means that demand continues to rise for Purple Haze's telephone answering services. But the software they originally used to handle incoming calls for their clients was no longer efficient enough to do the job to the Purple Haze team's high standards.

When Bespoke Solutions Are Not Enough

Director Tracey Hayes explains the difficulty Purple Haze faced with its legacy telephone answering software:

> *Initially my IT guy created a bespoke system for us. It was okay to run with initially but it got to the point where it wasn't flexible or intuitive enough. It would have been difficult to carry on purely because we had outgrown it. We were looking for an upgrade.*

The biggest disadvantage of the bespoke software Purple Haze had used since the beginning was that it did not provide a dashboard view of information related to each incoming call.

The lack of a more informative dashboard view made the call handlers' work difficult and slowed them down considerably, as it was necessary to open several files in different software applications just to get the information the receptionist needed. They would then have to keep multiple applications open during the call, jumping from one to the other, to process the call and complete the appropriate follow-up actions.

The whole team could see that something needed to change. They couldn't continue to grow Purple Haze's telephone call answering service client base unless they found a new, more flexible and intelligent solution to make call handling faster and easier.

EXCELLENCE IN SOFTWARE DESIGN

Seeking a Better Call Answering Software Solution

Purple Haze considered and trialled several different call answering software solutions, with specific selection criteria in mind.

To meet Purple Haze's growing need, their next call answering software application would have to be extremely well-designed to provide an elegant solution with all the features they wanted, while staying simple to look at and straightforward to use. "Obviously, people coming into the company, when we start with a new member of staff, have got to be able to pick it up quite quickly," Tracey points out.

During Purple Haze's search, one call answering software product that interested Mrs Hayes more than most was nCall.

nCall is an automated software solution designed and developed by nSolve Ltd specifically to meet the complex needs of telephone call answering service providers. When the telephone rings, nCall analyses the number dialled to establish which client the call is for, and at the same time displays a dashboard showing the telephone receptionist all the most relevant information to help them handle the call effectively. After the virtual receptionist has dealt with the call in accordance with the client's wishes, the nCall software then automatically forwards details of the call to the client via email, SMS or fax message.

This seemed like a perfect solution to support their telephone call answering service. After Tracey Hayes discovered that another local company she respected was already using and enjoying nCall, she decided to make the switch to nCall immediately.

"The set-up was pretty straightforward," Hayes says. "Obviously, it takes time to set it up initially and make sure that you get all the details in but, fundamentally, the process was quite simple."

Getting used to the new system was equally simple. After three or four hours of initial training, Purple Haze's team was able to hit the ground running and found that they needed little support to use nCall for all their day-to-day telephone call handling requirements.

> *We didn't need a lot of support at all. Once you've been shown once, it all makes sense. nCall is a fairly easy to navigate system and the guys at nSolve have been brilliant. They are really, really helpful.*

Immediate Improvements in Ease and Efficiency

The Purple Haze team noticed the difference in their call answering efficiency and productivity immediately after implementing nCall.

Before, Purple Haze's telephone receptionists needed at least three different applications open on-screen to handle a single incoming call. They had all the right information, but it was split across several systems.

With nCall, the comprehensive dashboard view that pops up as soon as a call comes in makes it fast and easy for answering service operators to view the information necessary to answer and handle each call appropriately, while the built-in caller history helps them identify frequent callers and repeated, similar requests, Hayes explains:

We do the accounts side separately. Other than that, we use nCall for everything and everything is all in one place. It's not a complicated dashboard. It does what it says on the tin, and it's user-friendly.

And nCall's integrated email notifications to clients have made the telephone receptionists' workflow considerably more efficient. The Purple Haze team can now rely on the nCall system to save them time and effort on every call. Hayes was very happy to see how much more productive, and entirely scalable, nCall made her business.

"Having the information to hand in one place streamlined the process," she says. "It gives us so much more information than our old system, and gives us the ability to email out directly. It just makes life a lot easier for us."

Facilitating Success Through Customer Satisfaction

An improved, more productive user experience for the telephone answering service operator results in a better customer experience for the caller, so Purple Haze's clients and, in turn, their clients' customers are all made happier and more satisfied by the switch to the nCall answering service software.

Tracey's concerns about efficiency and scalability are now all in the past. With nCall supporting her company's virtual assistance and telephone answering service provision, she feels confident that Purple Haze will continue to maintain the high customer retention rate that has always driven its rapid growth and solidly positive reputation.

When you are a busy office, you've got a lot of calls coming in; you need to have the information to hand as quickly as possible. The fact that we are in control of that helps no end.

The improved productivity of Purple Haze's telephone answering service team has also benefited Mrs. Hayes by giving her more time to enjoy her company's success: "I like to know that I can step back and that the company is running itself, which allows me to cut my own hours down a little bit," she says.

Asked how she'd describe nCall to her peers, Mrs Hayes doesn't hesitate. She's positive that it was the right choice for Purple Haze, and that any other telephone answering service provider will gain the same benefits from the nCall software.

If you're looking for something that's clear, easy to use, and quite cost-effective too, then nCall is a very, very good system to use and I would recommend it. It saves us time and it saves us money.

About nCall:

nCall is a world leading software system designed specifically for 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.