

The Importance of Promptly Returning All of Your Phone Calls

Sometimes, the smallest little things can have the biggest impacts. For example, you may think that not returning a phone call promptly isn't all that big a deal. "I'll get to it eventually" is a thought that has likely run through many a mind of the young entrepreneur. However, placing little importance on the necessity to quickly return phone calls can have massive repercussions for your business.

Why is it so important to return phone calls promptly? Firstly, and most obviously, it gives a bad impression of your business. The impression is that it cannot be relied upon to provide expedient service. In today's world, people expect things fast. Consider the fact that just about any individual with a smartphone can Google a question and have it answered within seconds. This is what you're competing with.

When you neglect to return important messages shortly after receiving them, you give your clients and prospective customers reasons to seek assistance elsewhere. Chances are that they will receive speedy service from other businesses. Unfortunately, not everyone is adept at returning messages quickly. And this is why it's important to understand just how imperative it is to your company's bottom line.

How can taking too long to return messages cost your company money?

As we alluded to before, customers have options. A simple Google search for businesses in your industry will often generate quite the list. It's of vital importance that you're able to make excellent impressions on first-time callers so they don't choose your competition over you. Naturally, your busy schedule won't always allow to answer all of your calls. But the quicker you get to responding to the messages left for you, the better impression you will give.

Returning calls quickly shows that you are dependable. It also shows that you are accountable for the promises you make. Consider the instances when you have already spoken to customers about particular requests and have agreed to call them back when those requests have been met. It should go without saying that people don't like waiting. So remember that while you're working, your customers are waiting.

For most consumers, the length of time you take to call them back after their last conversations with you can mean the difference between them working with you again or not. A reputation of being unreliable may be unfairly placed upon you. And it would all be because you took too long to call your customer back. But what constitutes "taking too long"? That's up to you and your customers. Be sure to establish an expected time when you plan on returning their calls.

How can you ease the minds of customers who are waiting on returned calls?

Be sure to leave detailed information in your outgoing phone greeting. For example, if you're going to be out of the office for an entire day, be sure to inform your callers of that so they understand that you may not return their calls until the next day. If you are speaking to a customer live, be sure to provide them with a date and time when they will hear back from you. And be sure to stick to it!

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