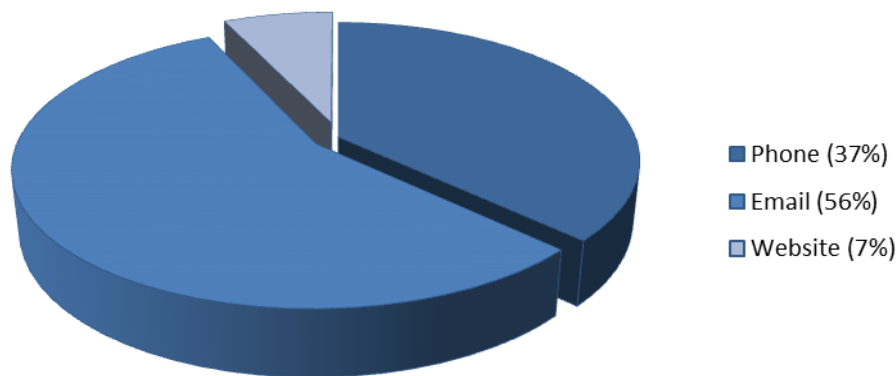


## **CSnotepad Virtual Receptionist Survey**

*Brighton-based customer services provider CSnotepad has published the results of its Virtual Receptionist survey. After picking the brains of 300 UK business managers and administrators, CSnotepad hope the report will help highlight the state of play for customer services in 2012.*

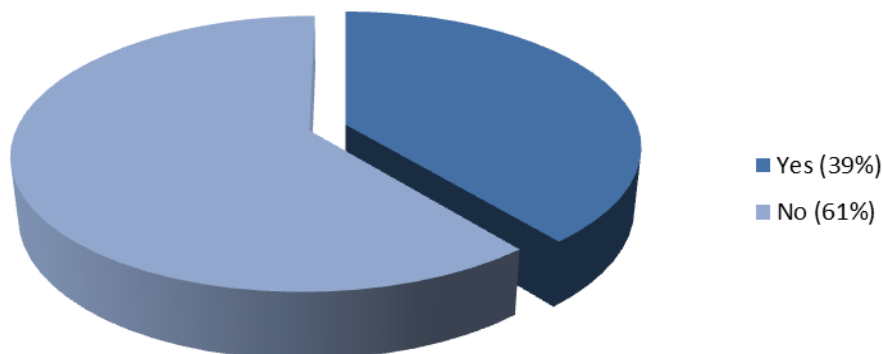
You could be forgiven for thinking that nobody uses the phone to contact businesses anymore. In business they talk a lot about social media engagement, brand reputation and mobile site optimisation, but they forget at their peril that customers often want to speak to an individual when they contact a business. While customers might be happy to use online forms when making lukewarm sales enquiries, they pick up the phone when they need immediate answers.

### **What is your busiest customer service channel?**



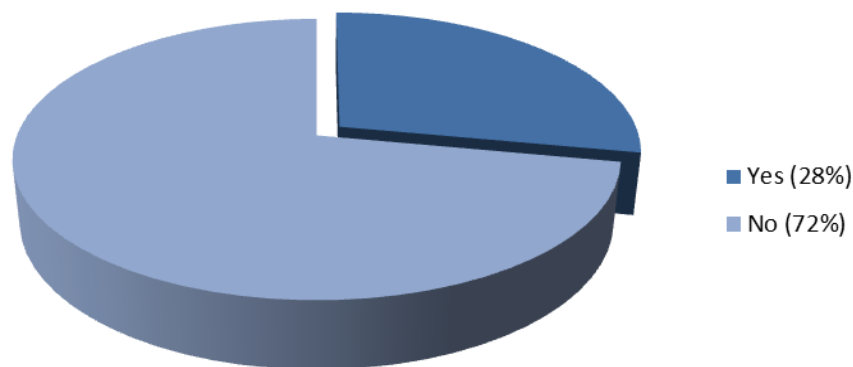
The CSnotepad Virtual Receptionist Survey focused on those in high managerial and administrative roles in the UK, and aimed to find out about the sources of business's customer service enquiries in 2012, as well as manager's awareness of outsourced customer services. Email has overtaken the phone as the main customer service channel, with over half of respondents (56%) saying that it was their most popular source of customer service enquiries. The telephone was still the busiest customer service communications channel for 37% of respondents, followed by website enquiries with just 7%.

### **Did you know that a Virtual Receptionist service can take customer orders and manage diaries?**



The survey highlights how crucial the telephone can be as a customer service channel; good telephone service is something which many customers value highly. While an email has an expected turnaround time, customers who pick up the telephone often want instant answers and can become frustrated if they are left on hold for a long time or not called back.

**Would you be prepared to pay more for a Virtual Receptionist service if they knew your business and could offer more than message forwarding?**



Providing good customer service is all about balancing high quality service with efficiency. Many businesses turn to external providers for customer services, freeing up resource to focus on other functions within the business. The majority (61%) of managers and administrators were unaware of the full range of virtual receptionist services available, including order taking, diary management and call forwarding.

Nearly a third (28%) of respondents said they would pay more for a telephone answering service if it could offer more than taking and forwarding messages. Managers and administrators value order taking, call patching, virtual address and voicemail services, but 61% of them are unaware that virtual receptionists can offer these services.

*At **CSnotepad** we know that every business is unique, so we offer our clients flexible virtual receptionist and [telephone answering services](#) that can be tailored specifically to their individual needs. **CSnotepad** can work within budgets to provide a friendly and professional virtual receptionist service to ensure customer satisfaction.*

[www.CSnotepad.co.uk](http://www.CSnotepad.co.uk)