



A  **Stericycle**  
Communication Solutions Company



## VIRTUAL RECEPTIONIST SERVICES

A receptionist is an essential personnel component that brings time and resource efficiencies to your business, which can shape the overall brand and customer service perception. Hiring, training, and managing personnel, however, can be very expensive and time consuming. Appletree Answers offers live virtual receptionist services that will help your business succeed by professionally answering your calls, scheduling appointments, and providing your customers with the same care they have come to expect from you. In addition to eliminating the need to compensate a secretary, a virtual receptionist will allow you to efficiently prioritize your day to make sure you are not spending unwarranted time answering phone calls and that you are supported by the right resources to capture any incoming revenue opportunity.

### NEVER MISS A CALL!

With 24/7 coverage, we will make sure all of your calls are answered live with our call center experts and relay your potential customers or messages directly to you, while acting as a seamless extension of your business. Best-in-class technology is a core component of the Appletree Virtual Receptionist offering. Stay connected to your business through our live call experts, email or text reminders, and automated services that streamline customer outreach with demographic data capture and reporting.

### CUSTOMIZED SERVICES

Appletree prides itself on offering an extremely professional and efficient experience to you and your callers. Appletree's virtual receptionist service performs the duties of a traditional secretary with the added benefit of always being available.

- Answering calls 24/7 for call screening, forwarding or live transferring by call center experts lets your business stay open year-round
- Toll-free or local phone number ensures your company is represented on a national or local presence, based on your preference
- Scheduling of appointments and estimates helps your business generate revenue and maximize profitability
- Automated appointment reminders provide the needed touch-point to reduce costly no-show rates
- Emergency dispatch to on-call staff based on your protocols drive only the highest priority calls to you or your staff
- Delivering messages via email, text, web, phone call, or fax adds the flexibility to how we communicate with you
- Bi-lingual experts provide multiple languages to expand your market potential





## A TRUSTED PARTNER TO REPRESENT YOUR BUSINESS

Potential customers like to make an immediate human connection - the way in which your phones are answered sends a message about you, your business, and your work culture. Make a great first impression and use Appletree's professional Virtual Receptionist. Since our doors never close, with a virtual receptionist your business can always stay open. Live virtual receptionist services from Appletree can lift your competitive edge by capturing revenue through appointment setting and supporting your customers 24 hours a day.

Virtual Receptionist Service will act as a direct extension of your business, connecting your callers to you regardless of your location. While you are on the run, Appletree's Virtual Receptionist Service can maintain the continuity of your dynamic schedule and provide you with the peace of mind. Put Appletree's virtual receptionist to work for you and get started today!

## HOW IT WORKS

<b>1</b>	Forward incoming calls to a local or toll-free number, that works with a single line or multiple phone lines Customize the approach! Every call or overflow can be sent to this number	Appletree answers all calls or overflow calls with your business name and answer phrase as if our customer experience expert was in your office
<b>2</b>	Provide Appletree with specific call instructions for daytime, nighttime, and weekend hours	Appletree will follow your business protocols and attempt to transfer or take a message and email you real-time
<b>3</b>	Submit employee names, extensions, cell phone numbers, and special handling instructions	Appletree customer experience experts will have your calls transferred to the appropriate person or held at your discretion An email with caller information will be forwarded each time!

Best-in-Class Technology and Compassionate Customer Experience Experts Ensure the Best Experience for Your Callers and You!

CUSTOMIZED CALL FLOW		
<b>1</b>	<b>2</b>	<b>3</b>
IDENTIFY KEY INSTRUCTIONS		
<b>“One moment while I see if Mr. Smith is available.”</b>	<b>“I am sorry, Mr. Smith is not available. May I take a message?”</b>	<b>“One moment while I connect you to Mr. Smith.”</b>
<i>Yes, I will take the call</i>	<i>No, Take a Message</i>	<i>Direct Transfer</i>
<ul style="list-style-type: none"> <li>• Caller is taken off hold and introduced to you</li> <li>• An email is sent with a 'transferred call' stamp</li> <li>• Caller information included is name, phone number and time stamp</li> </ul>	<ul style="list-style-type: none"> <li>• Caller is taken off hold and explained that the individual is unavailable</li> <li>• Caller information are collected and included in an email to you with a 'message' stamp</li> <li>• For business owners on the go, Appletree can take a message for every call</li> </ul>	<ul style="list-style-type: none"> <li>• The call is immediately connected to the person or department requested</li> <li>• Let Appletree serve as a virtual switchboard for your business!</li> </ul>

## TRUE COST OF HIRING A RECEPTIONIST

Many companies today are quickly realizing the advantages of hiring an organization to represent their business during the day or after hours, without sacrificing quality or reliability. First-rate customer service is essential to retaining customers and seeking new ones. Appletree offers full-service answering services with many call center locations across the country and more than 500 experienced and compassionate customer service experts who are available 24/7/365 to address your customer's needs.

Our live customer service experts are a seamless extension of your company and your brand!

	VIRTUAL RECEPTIONIST	INTERNAL RECEPTIONIST
AVAILABILITY	24/7/365 – even holidays	9 a.m. – 5 p.m. Monday thru Friday
COST	On average, \$275 per month ***Based on a 300 min plan or 150 calls per month.	According to Salary.com, the median cost of hiring a receptionist is \$33,787, plus benefits, vacation, bonuses, etc.
EXPERIENCE	More than 15 years experience in the answering service industry	May vary according to employee
LANGUAGE	Multi-lingual support (Spanish, English and French)	Typically English, although this may vary
TECHNOLOGY	Fully customizable software to track call statistics and provide real-time call data and recordings. Appletree also offers: <ul style="list-style-type: none"><li>• Call Screening</li><li>• Employee Log -in service</li><li>• Wake-up calls</li><li>• Conference bridge</li><li>• Fax monitoring and response</li><li>• Appointment setting</li></ul>	Limited to office resources
RELIABILITY	Never experience sick days, vacation or medical/personal leave with more than 200 qualified experts readily available to answer your calls.	Sick days, vacation, paid holidays, medical/personal leave
OVERHEAD/ MAINTENANCE COSTS	None	Office space, computer, fax, printer, office supplies, etc.

## ABOUT APPLETREE ANSWERS

Appletree Answers is part of Stericycle Communication Solutions and has invested in the infrastructure, technology and people to provide world class services to clients ranging from individual business owners to large Fortune 500 corporations. Stericycle is a \$2 billion leader in critical and custom services for business and healthcare organizations. Appletree Answers gives businesses and business owners a 24/7/365 message and call center for inbound and outbound calls, emails, SMS text, faxes and chats. With dedicated teams and many offices nationwide, Appletree Answers delivers a powerful and compassionate customer service experience that is derived from Stericycle's Core Values. Acting as an extension of your business, Appletree is your partner in delivering a great call!

Visit [AppletreeAnswers.com](http://AppletreeAnswers.com)  
or call **800-237-2810**



## Top 5 Reasons Appletree is the Right Receptionist for You!

- 1. Cost and Business Efficiencies Save Money.** With the cost of hiring a full-time employee to take your calls, a virtual receptionist can save up to 40%!
- 2. Experienced, Trusted Partner.** With thousands of businesses trusting their customers with Appletree, our experts have the experience and compassion to treat your customers as if they are our own
- 3. Expanded Customer Access.** Expanded 24/7 Customer Access Drives Revenue.
- 4. Data and Reporting.** Data capture with every call is available to you through our secure website to view messages and track employees who may be responsible for accepting emergency calls after hours.
- 5. Flexibility and Customization.** Flexible ways accommodate your communication preferences! Whether texting, emails, forwarding telephone number, web portal, and time of day behavior are included in the base pricing at no extra charge!



A  **Stericycle**<sup>®</sup>  
Communication Solutions Company

**Appletree Answers - Headquarters**  
1521 Concord Pike, Suite 202  
Wilmington, DE 19803

**800-237-2810**  
**AppletreeAnswers.com**

