

A virtual world

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A phone service solution that can help mortgage businesses improve efficiencies and cut costs is the virtual receptionist.

Michael Davison, managing director of Virtual Headquarters, says a virtual receptionist can save a business up to \$40,000 a year – or 90 per cent of the cost of a full-time receptionist.

“If a business receives around 30 calls a day, they could employ a virtual receptionist for \$350 a month – that’s just \$4,000 a year, significantly less than a full-time receptionist,” Mr Davison says.

As well as cost savings, Mr Davison says a virtual receptionist can significantly improve customer service levels, particularly for brokers who are busy during the day in consultations with customers and cannot be interrupted.

“A virtual receptionist can ensure brokers won’t miss out on any incoming business during meetings because they [the receptionist] are there to take the calls,” he says, adding that a virtual receptionist is able to forward a message by email or SMS for the broker’s response.

Improved efficiencies, cost reductions and enhanced customer service are just some of the benefits phone service solutions can offer.

From brokers to mortgage managers and originators, it is worth exploring the alternatives – although ultimately the needs and pressures of each individual business will determine the best solution.

And in an increasingly crowded marketplace, efficient customer relations could make all the difference. As Virtual Headquarter’s Mr Davison puts it, just one phone call or customer missed could mean losing out on the deal your business needs to keep it running!



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VIRTUAL
headquarters