



receptionists

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Ruby's Secret Recipe:  
Attract & Retain Customers  
with a Service Pyramid





Christina Burns  
Director of Customer Happiness

- With Ruby since 2009
- 10+ years of customer service experience
- Read her insights at [cxburns.com](http://cxburns.com)

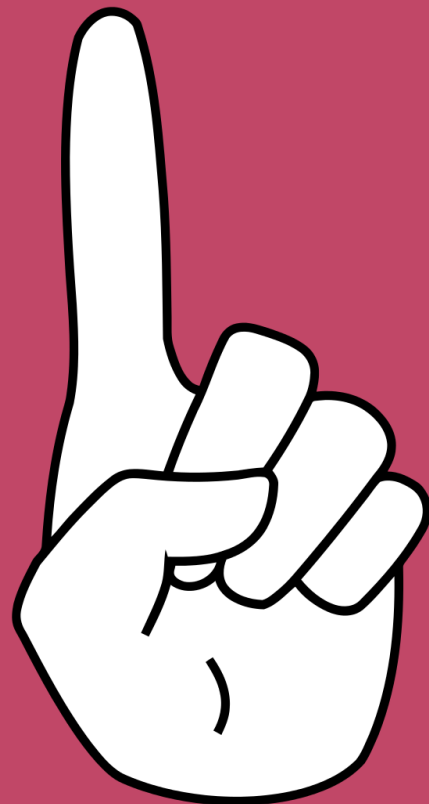
# Agenda

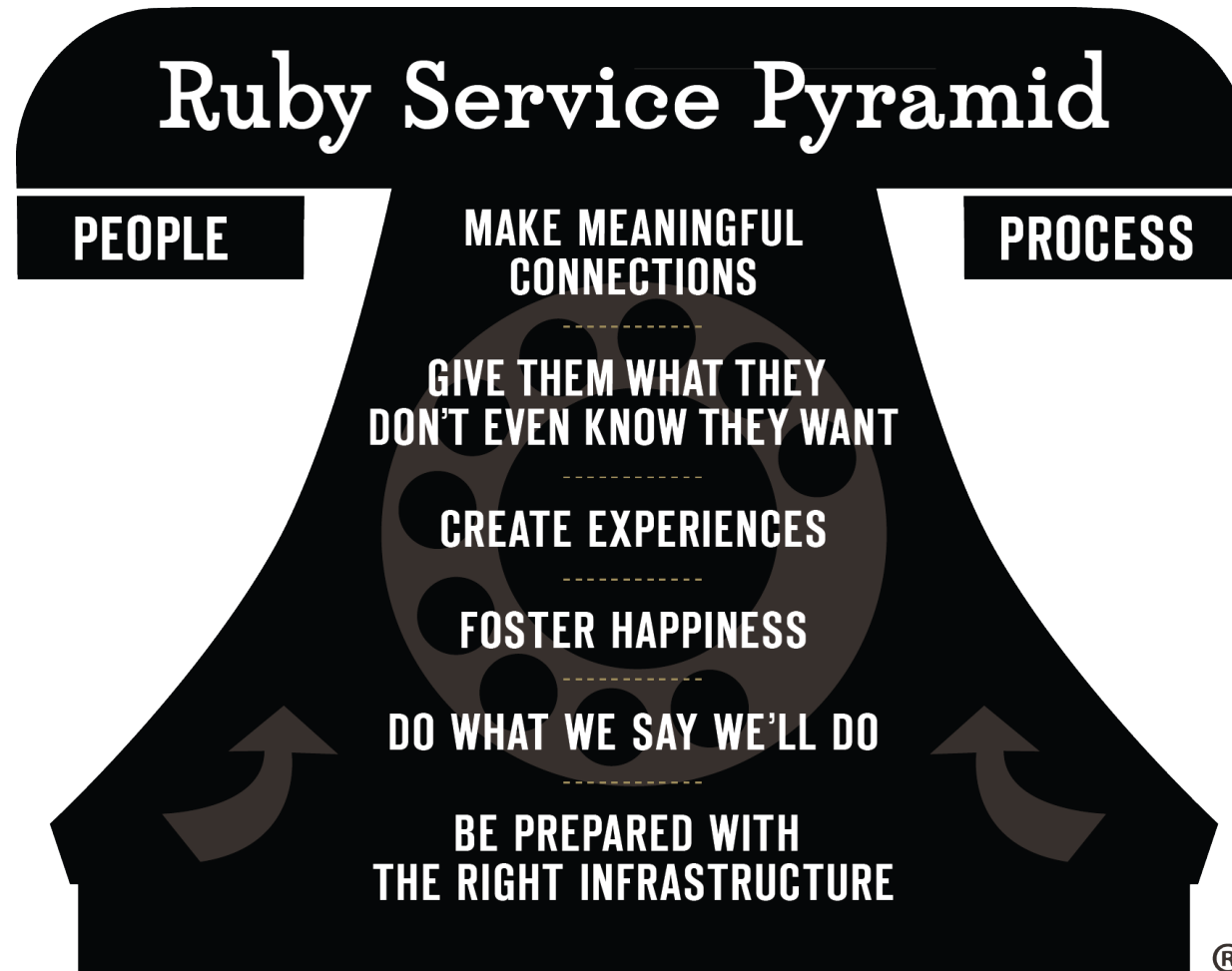
- Introductions
- What is a service pyramid?
- Delighting customers through the pyramid
- Service pyramid in action
- Tools for building your own
- Questions

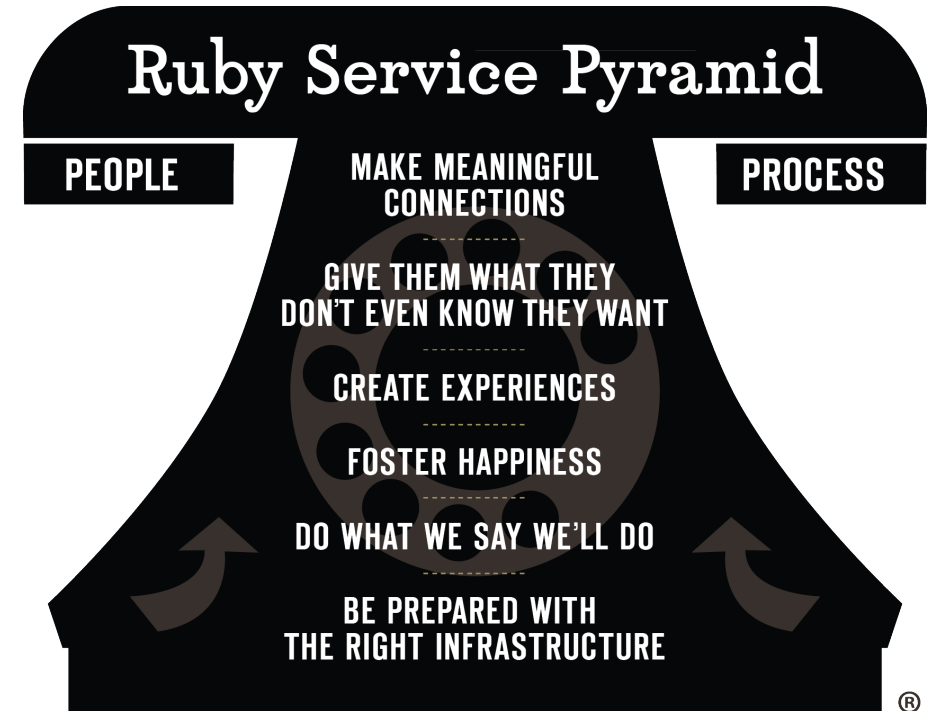
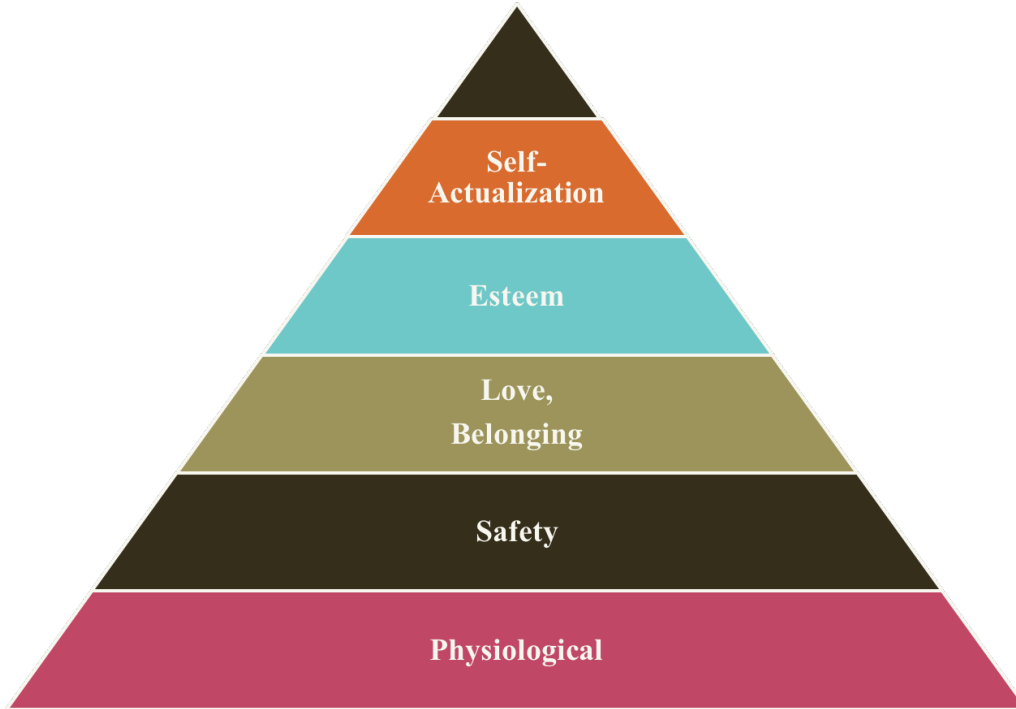
Poll: How many bad  
experiences would it  
take?



78%







# Trust Level

- Make trust the starting point of every customer relationship
- No trust, no relationship, no WOW!
- Live up to your commitments
- Infrastructure is more than just technology and equipment



# Trust in Action

“In the first weekend, Ruby’s exceptional service resulted in three sales orders, bringing in over \$20,000 in revenue. At the end of the week, Ruby had earned the top spot on our sales team.”

- Justin Wekenmann, Odyssey Telecommunications



# Ruby Service Pyramid

CREATE EXPERIENCES

FOSTER HAPPINESS

## Loyalty Level

- Strengthening the service relationship
- Little niceties, little flourishes = profound impact
- Positive language is key



# Ruby Spelling Alphabet®

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**A** as in Absolutely

**B** as in Brilliant

**C** as in Cupcake

**D** as in Delightful

**E** as in Excellent

**F** as in Fantastic

**G** as in Giggle

**H** as in Happy

**I** as in Ice cream

**J** as in Joy

**K** as in Kitten

**L** as in Lovely

**M** as in Magic

**N** as in Naturally

**O** as in Outstanding

**P** as in Perfect

**Q** as in Quick

**R** as in Ruby

**S** as in Sunshine

**T** as in Terrific

**U** as in Upbeat

**V** as in Vibrant

**W** as in Wow

**X** as in Xs and Os

**Y** as in Yes

**Z** as in Zany



*From the desk of Ruby...*



**RUBY**  
receptionists





# Loyalty in Action

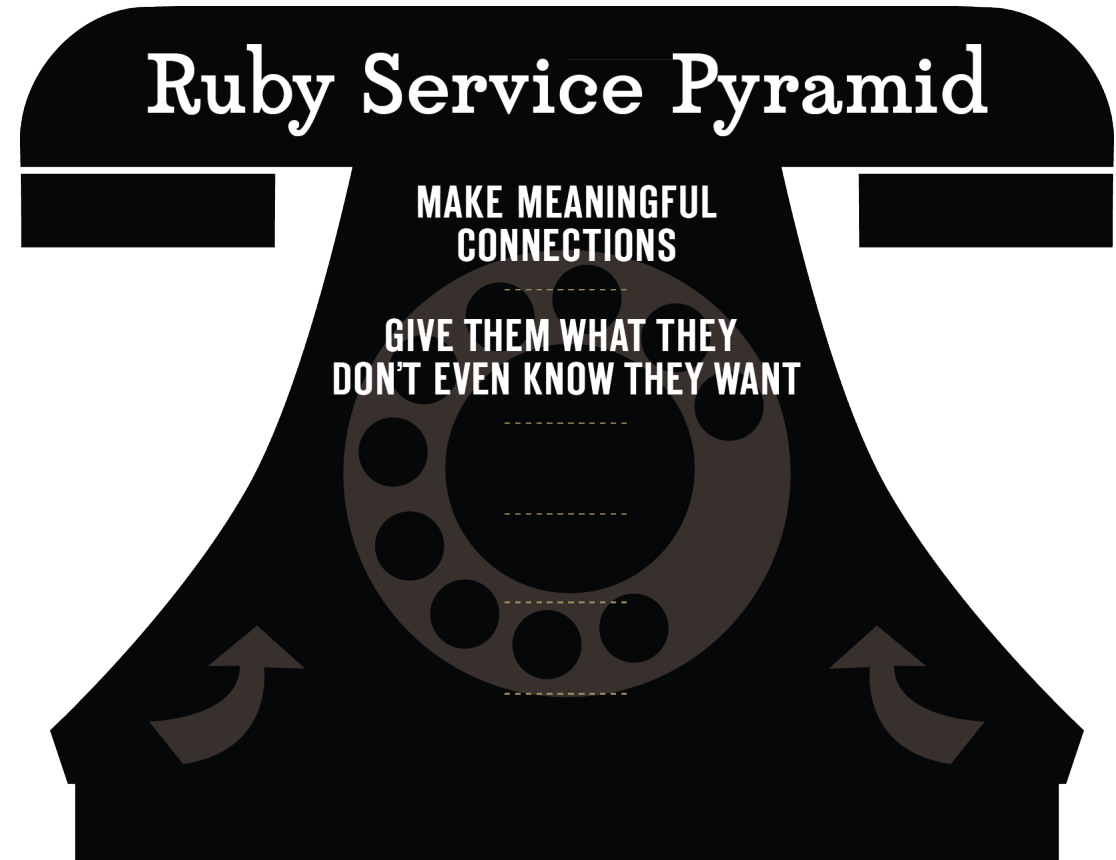
“Ruby has provided me with peace of mind because I know my calls are answered in a warm, professional manner. Messages are sent quickly and accurately. Most of all, I know how my phone will be answered. I am completely confident Ruby represents my business in exactly the way I need.”

- Jenice Harmon, New Wings Counseling



# Relationship Level

- Where the fireworks and magic happen
- Empowered employees build meaningful relationships with customers
- Assists in driving our mission

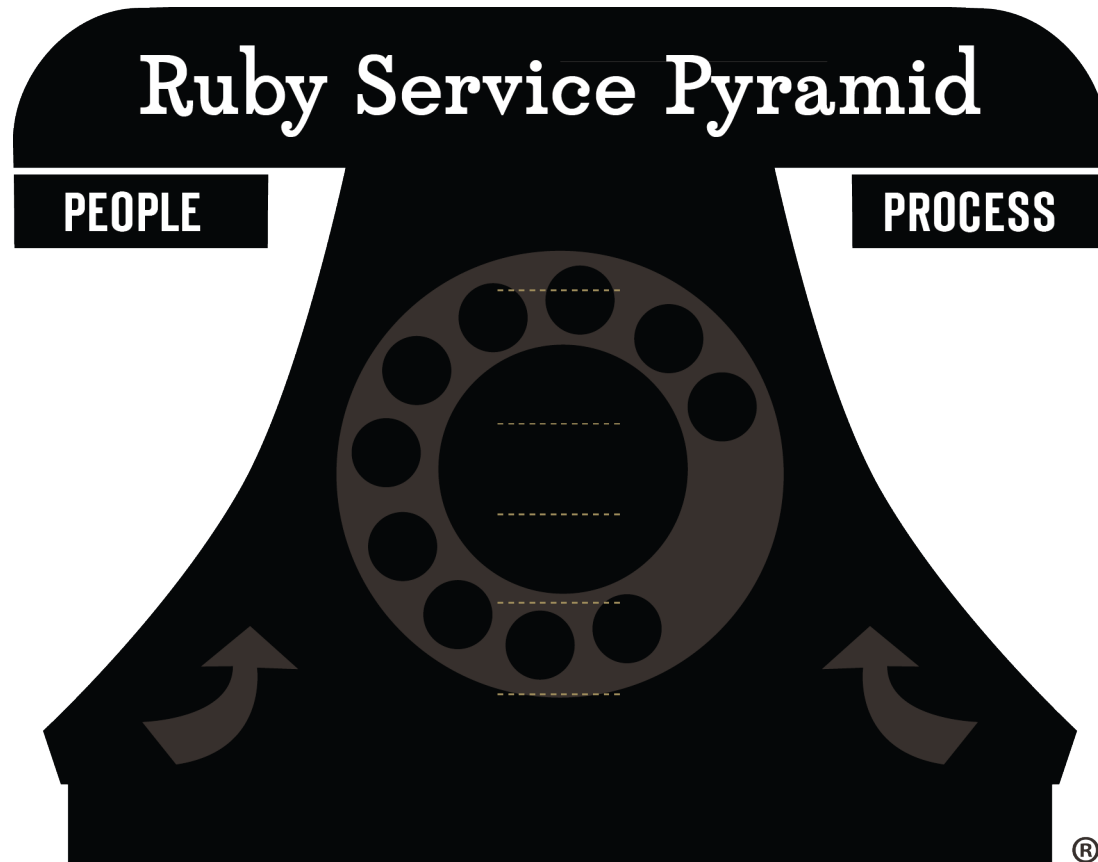


# Relationships in Action

“Wow! Your timing is extraordinary—I was about to buy the exact same thing for myself!”

- Scott Lanehart, Lanehart Inc.





## People and Process

- Balance autonomy and systems
- Empowerment with structure

# Building Your Service Pyramid

Trust Level

## Ruby Service Pyramid

DO WHAT WE SAY WE'LL DO

BE PREPARED WITH  
THE RIGHT INFRASTRUCTURE

# Trust Activity: Fundamentals List



What do you absolutely need to provide your service at a basic level?

Examples:

- Checking your email
- High-speed Internet
- Live chat

Refine!

Streamline!

Automate!





# Ruby Service Pyramid

CREATE EXPERIENCES

FOSTER HAPPINESS

Loyalty Level

# Loyalty Activity – Touchpoint Inventory



Make a list of your customer touchpoints.

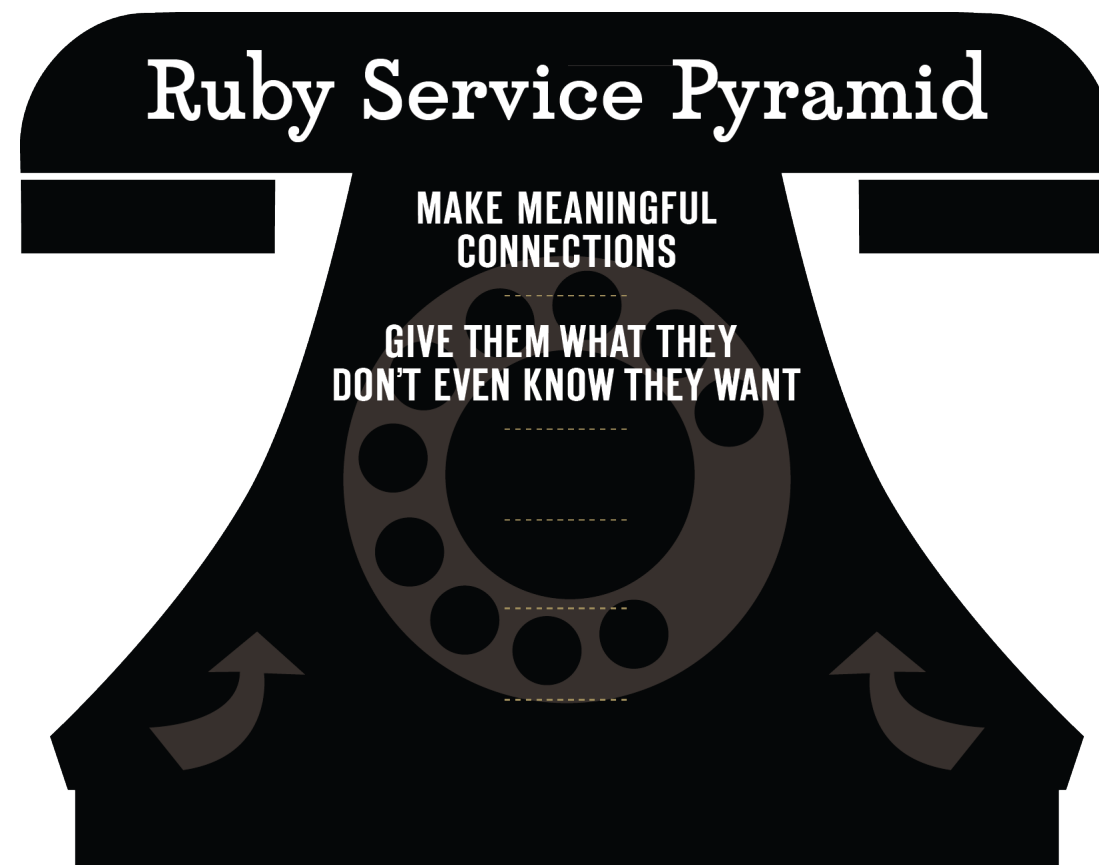
Examples:

- Telephone greeting
- Hold music
- Office lobby



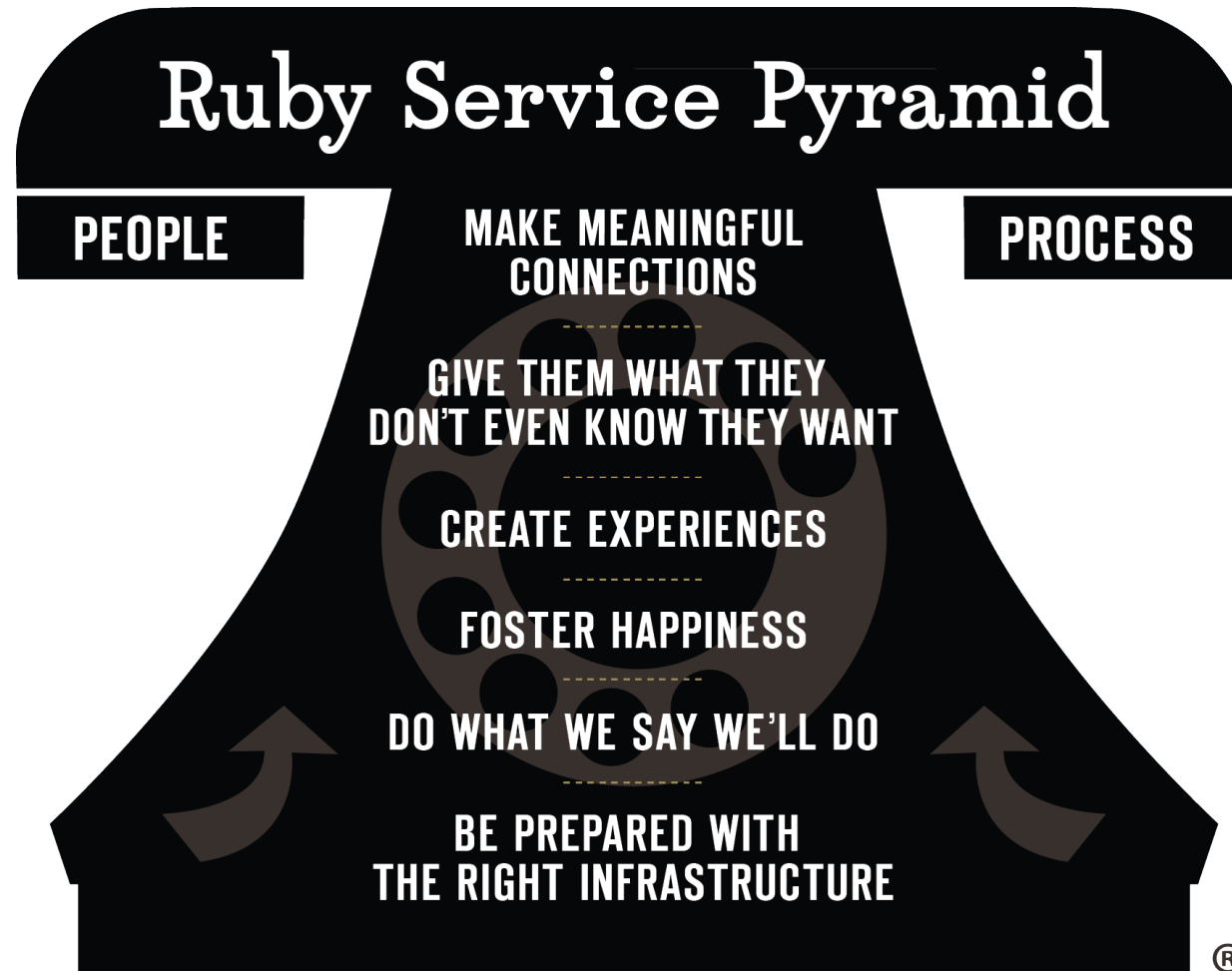
Create systems to  
personalize touchpoints

# Relationship Level





Incent, Inspire,  
and Empower®  
enriched customer  
connections







And we can help!





A real person who *cares about your business* will answer every business day call.



Win business with  
*memorable first  
impressions*







Work the way  
*you want*

Save money without  
*sacrificing quality*





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