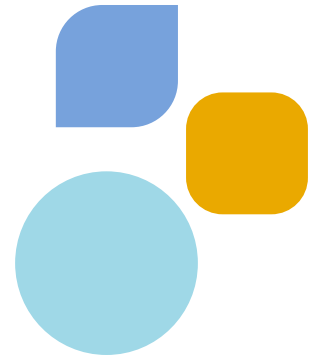




**ruby**

Content guidelines

# Ruby brand guidelines: external consumer brand



## About Ruby

Ever called a business and wished you could just speak to a real person—a friendly, knowledgeable human being who understands you? That’s Ruby.

Ruby began in 2003 as small business dedicated to helping other small businesses grow. What started as a four-person operation answering phones in Portland, Oregon, has grown into a dynamic company offering virtual receptionist services, managed live chat, and more, powered by more than 700 employees throughout the United States.

Throughout that history, Ruby has stayed true to its roots, constantly innovating and establishing higher standards to provide growing businesses with the solutions, products, and analytics they need to manage customer interactions and deliver exceptional experiences. Everything Ruby does is in service of small businesses: local businesses, woman-owned businesses, Black-owned businesses, veteran-owned businesses, and the other people and organizations at the foundation of our communities. At the heart of everything Ruby does is a promise to treat every moment of customer communication as an opportunity to make a lasting, positive impression.

## Boilerplate

### Official description for PR and other promotional purposes

Ruby is a US-based customer communication company that creates meaningful connections and maximizes opportunities for businesses, empowering them to freely pursue their purpose and, in turn, cultivate diverse and thriving local economies. Trusted by more than 14,000 businesses, Ruby’s virtual receptionist and live chat solutions help meet today’s customer demand for quick answers and personalized service, 24/7, 365 days a year. Founded in 2003, Ruby has earned national and global recognition with honors such as a 2022 Gold Stevie for Customer Service Employer of the Year, designation from Fortune magazine as a Best Small Company to Work For in the U.S., inclusion in the Inc. Best Workplaces, and repeat Great Places to Work rankings.

### Official description for PR and other promotional purposes

Today’s customers expect quick answers and personalized service. Ruby® provides small businesses with the services, products, and analytics they need to manage customer interactions and deliver exceptional experiences. Trusted by 14,000+ business owners, our remote receptionists and chat specialists create meaningful human connections supported by proprietary technology—building trust and helping win new business 24/7/365.

### Ways we describe ourselves to our customers:

- Customer communication solution
- Provider of virtual receptionist and live chat services
- An extension of your team

### Ways we don't describe ourselves:

- Answering service (we're more than an answering service)
- Virtual assistant
- Call center

## Key messages

### Capture opportunities.

- Grow your business.
- Win new business.
- Generate more leads.
- Convert more callers and website visitors.
- Boost your bottom line.
- Get every possible at-bat with your customers.

### Deliver experiences.

- Your customers deserve the best.
- Delight your customers.
- Optimize customer service.
- Optimize customer experience.
- Exceed expectations.
- Deliver wow-worthy service.
- Create great first impressions.
- Make sure they connect with a real person.

### Save time and frustration.

- Improve your productivity.
- Gain more time in your day.
- Gain freedom.
- Gain flexibility.
- Boost your billable hours.
- Make your business work for you.
- Improve your work-life balance.
- Reduce overhead.

### Create connections.

- Make meaningful connections.
- Make personal connections.
- Moments matter.

## Our solutions

**Multichannel customer communication:** Ruby gives you one central point for communication with virtual receptionists handling your calls and chats, so your customers always reach a real person.

**Live virtual receptionists:** From saving you time to delighting your callers, Ruby's virtual receptionists help you reach your goals. Experience how we're so much more than an answering service.

**Live chat:** Turn your website into an experience-making, data-gathering, lead-generating machine. Ruby's live chat solution connects visitors with friendly, human professionals—expanding your reach and growing your business.

## Key features and capabilities

- **Live call answering:** Ruby's friendly virtual receptionists are ready to create meaningful connections with your callers full-time, part-time, or as an overflow solution.
- **Managed live chat:** Consumers expect businesses to be as available online as they are over the phone. We'll make sure your website visitors can reach a real, highly trained person as soon as they walk through your digital front door.
- **Transcripts and notifications:** From new leads to appointments, customer support conversations, and more, Ruby makes it easy to stay on top of important conversations.
- **Unified inbox:** Manage all your phone and live chat communications in one place—the Ruby app.
- **Call connect:** When a website visitor is chatting and needs more support or is ready to buy, Ruby can connect them to you through a live phone call.
- **Robocall and IP filtering:** Online and over the phone, Ruby acts as united front against spam chatters and callers draining your time.

## Other Ruby features and capabilities include:

- Bilingual (English and Spanish) service
- Free phone number porting/hosting (allowing customers to eliminate their phone bill)
- Caller ID selection
- Integration with other tools/software
- Health Insurance Portability and Accountability Act (HIPAA)-compliant services
- The ability for customers to text from their business numbers
- Outbound call assistance



## Highlights



Average answer time:  
<10 seconds



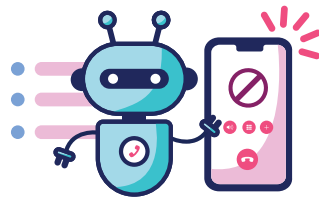
35,600+ calls handled  
per day



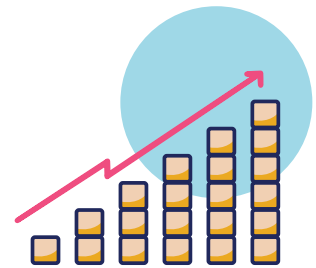
60,000+ chats sent  
every month



1.6 million+ opportunities  
(leads) captured for  
customers per year



20,000 robocalls filtered  
per month



Customers gain 10+ hours  
on average per month



200,000 positive live  
chat ratings



TrustPilot Trust Score: 9.1



120+ hours of  
receptionist training

## Our customers

Ruby is defined by who we serve. In the most general sense, that's **small business owners**. We're driven to make life easier for the hundreds of millions of people who power economies and communities throughout the United States. We're inspired by small businesses. And whether it's winning them more opportunities, improving their relationships with their clients and customers, or just giving them time back in their days, we do everything we can to aid in their survival and growth.

### Why do customers hire Ruby?

- They're losing leads
- They're struggling with sustainable staffing
- They want to provide their customers, clients, or patients with exceptional experiences
- They need more billable/productive hours
- They want to stay informed and in control of customer communication



### Sample customer profiles

#### Dani, legal customer

Dani went into business for herself six years ago. She has 13 years of experience as a practicing lawyer advising individuals and emerging businesses on estate planning. She's the only attorney at her firm, but employs a law clerk and part-time bookkeeper, and outsources business processes to increase efficiency.

#### Motivations

- Providing reliable customer communication to build trust with clients
- Growing her business through scalable processes and tools within her budget
- Getting help to maintain a work/life balance

#### Goals

- Business growth through reputation of excellence
- More billable hours each week
- Effective time management

#### Frustrations

- Having to spend non-billable time on administrative tasks
- Getting all the information she needs in a timely manner
- Poor communication and tracking down details from clients



**Carl, small business/home services customer**

Carl has been in the construction business for 20 years and now acts as a General Contractor and oversees an array of projects. Carl has a small team, but they can't seem to keep up with the volume of phone calls and web messages the business gets daily. Carl is looking for help to support his team and capture more leads to maximize revenue.

### **Motivations**

- Keeping up with customer communication on the phone and web
- Growth and building scalable processes
- Managing communication between callers and remote field employees

### **Goals**

- Increase the leads captured each week
- Reduce missed calls to increase customer satisfaction
- Ensure quality across all aspects of the organization

### **Frustrations**

- Phone call interruptions while in important meetings
- Missed calls from potential new customers
- Unexpected overages that impact the budget





**Maxine, legal “whale” customer**

Maxine is the office manager at a bankruptcy law firm. She manages the administrative staff, office operations, hiring and firing, and more. Lately, there have been too many calls going unanswered, and the firm has noticed an increase in client complaints. The business depends on word-of-mouth referrals, so this is an urgent situation.

### **Motivations**

- Finding a way to get ahead of call volume and provide excellent customer service

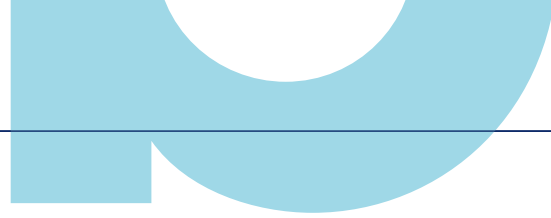
### **Goals**

- Determine the best way to answer and route calls that is scalable and affordable
- Setup a backup plan for PTO and illness to keep the office operational
- Capture as many new leads as possible

### **Frustrations**

- Staffing administrative roles has become near-impossible
- Automated answering services are almost as bad as sending callers to voicemail
- Surges in call volume make it impossible for a single person to answer every call
- Seasonal business makes staffing a full-time solution impractical





## Voice and style

**The Ruby voice sounds like real people having a real conversation**, because that’s who we are, and that’s who we work with. We’re speaking to people with busy lives and a lot on their minds. We don’t waste time with filler chat, but we do make every effort for each conversation to be special. We always want to be adding value and a little lightness. We’re positive, but not over the top. We’re personable, but professional. And most importantly, we’re authentic.

### What do we mean when we say “voice?”

Voice is who a prospect or customer “hears” in their head when reading our content. Ruby should sound upbeat, friendly, and warm—someone you can easily ask for help, like below:

- “I’m happy we had a chance to connect!”
- “I’ll be sending you good vibes for your big presentation. You’ve got this!”

### What do we mean by “tone?”

Tone is how we achieve the voice, essentially the way we do the writing. How often we use exclamation points, the way we structure a sentence, the words we choose—all these details affect the voice a reader hears in their head. For example, which of the two lines below “sounds” more friendly in your head?

- “Let’s talk soon.”
- “Let’s talk soon!”

### Tips for writing inclusively:

- Be mindful of using words, phrases, or references associated with certain cultures or regions.
- Educate yourself on language communities use to refer to themselves. Be mindful of your word choices when referring to people who share a common identity, and always use the most respectful terms available. Note that this varies for different audiences—consider the differences between “Black” and “BIPOC,” for instance; or “Latinx,” “Latino,” and “Latina.” When in doubt, ask your Ruby editor for help!
- Respect individuals’ names and pronouns. Don’t misgender someone or call them by another name without their permission.
- Use the singular “they” to refer to someone in the abstract or someone whose gender you don’t know (e.g. “a typical business owner loves their business”).
- Use gender-neutral words whenever possible, such as “businessperson” (rather than “businessman” or “businesswoman”), or “partner” or “spouse” (rather than “husband/wife”).
- Avoid ableist language, such as “dumb” or “lame.”

For more tips, check out [this article](#).

## The Ruby voice is...

Personal	Friendly	Inclusive	Compassionate	Relatable	Confident
Playful	Upbeat	Educating	Consistent	Dependable	Professional
Welcoming / Warm	Accessible	Empowering	Exceptional		

## Technical rules and guidelines

- Use “customers” (not “clients”) to refer to our paying users.
- Use the serial comma (AKA the Oxford comma), as in “eats, shoots, and leaves.”
- Use sentence case for all copy, including titles and headings (e.g. “5 tips to grow your business” rather than “5 Tips to Grow Your Business”). If a title is a full sentence (with a subject and a verb), add a period at the end; otherwise, don’t use a period (e.g. “Read our 5 tips.” vs. “5 tips to grow your business”).
- Use sentence case for calls to action (CTAs) but do not include punctuation at the end of the phrase.

**Example:** Get started

- Use sentence case for within lists but do not use punctuation (except when multiple sentences are used—then be consistent and use throughout the list).

**Example:** A list item

- Do not use more than a single space, including after a sentence.
- Avoid CamelCaps and excessive hyphenation whenever possible for readability and modernity. For instance, we use the term *ebook*, not *eBook* or *e-book*.
- For phone numbers, use all hyphens, no spaces, no parentheses (e.g. 866-611-7829).
- When showing the time of day, use lowercase “am” and “pm” without spaces after the digit(s). Don’t include minutes if indicating the top of the hour.

**Example:** 9am (rather than 9:00am or 9 am)

- Avoid the passive voice, as well as unnecessary “to be” words (e.g. “New customers are being gained by businesses throughout the United States every day.”). Keep it active and direct (e.g. “Businesses throughout the United States gain new customers every day.”).
- Keep your tone personable, friendly, positive, and authentic. Offer solutions rather than focusing solely on problems.

### Do this:

Grow your business.

10 tips for protecting your mental health

Save time and delight your customers.

You can learn more in our ebook:  
Supercharge your growth with virtual receptionists.

[Download the guide]

### Don’t do this:

Grow Your Business

10 tips for protecting your mental health.

Save time & delight your customers.

You can learn more in our e-book:  
Supercharge Your Growth With Virtual Receptionists.

[Download the guide.]

## Our vision

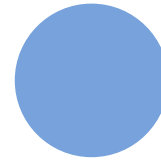
We deliver exceptional experiences that build customer loyalty and empower businesses to freely pursue their purpose, cultivating diverse and thriving local economies.

## Our mission

We create meaningful connections and provide actionable insights that capture opportunities and give businesses the freedom over when and how they communicate so they can achieve more.

## Our purpose

- Making meaningful connections
- Delighting customers
- Growing diverse communities
- Delivering exceptional experiences
- Investing in people
- Serving as the voice of small business



## Our core values

**Start from the heart.** We embrace kindness and empathy by approaching everything we do with compassion, respect, and an open mind. We seek varied perspectives and actively listen to learn, creating genuine trust and understanding along the way. Rooted in transparency and vulnerability, the authentic relationships we build have a ripple effect that reaches far beyond Ruby.

**Forge fearlessly.** We believe that stepping outside of our comfort zone and being unafraid to take chances can lead to great things. Bold yet thoughtful, we're invigorated by possibility, undaunted by failure, and see every challenge as an opportunity to learn, adapt, collaborate, and innovate. Fueled by passion and empowerment, we are trailblazers embracing the unknown with tenacity and resilience, just like our Small Business community.

**Rock your real.** We don't just appreciate our differences, we celebrate them joyfully and honor them with curiosity and respect. We revel in the diversity of our Ruby community and are intentional about creating a safe and inclusive space for everyone to be their most authentic self. When every individual can express themselves fully with honesty and courage, we foster a genuine sense of belonging where everyone feels seen, heard, and valued, enriching us all.

**Own my impact.** We recognize that every action we take, no matter how big or small, has the potential to build trust, create positive outcomes, and make a difference. Through self-awareness and reflection, we understand the difference between our intentions and our impact on the business and each other. We value integrity and accountability in everything we do, celebrating our wins, acknowledging our missteps, and embracing our opportunities.

**Cultivate growth.** We are all a work in progress, constantly striving to be better than the day before. By always learning, humbly accepting feedback, and supporting each other, we grow and evolve together. We are inspired and driven to reach new milestones on our individual and collective journeys of growth and transformation.

**Create community.** We are stronger together when everyone has a seat at the table. It takes all of us contributing in small and big ways to build thriving, equitable communities within Ruby and beyond, and we are committed to doing this work. Creating meaningful connections and fostering real relationships is at the heart of our culture and the reason small businesses choose Ruby.



## Contact

For more information on this guide  
and to obtain content, please contact:

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