



# Hello? Is Anyone There?

*By Christi Diggs*

The telephone: patented in 1876 as an "apparatus for transmitting vocal or other sounds telegraphically." Fast forward 143 years and the concept with the telephone is still the same.

However, there's a problem—a virtual epidemic. Calls are being made; occasionally answered and rarely answered well. People are frustrated because needs aren't being met and they didn't accomplish the purpose of their call.

Does this "Telephone-detritus" hurt? Yes, it impacts businesses of all types.

"Remember, whatever the medium is, it's a human interaction," according to Daniel Post Senning, great-great grandson of Emily Post and a co-author of [Emily Post's Etiquette, 19th edition](#) and [The Etiquette Advantage in Business, 3rd edition](#).

Interacting with other humans—yes, that's what should happen on the phone—is the purpose of making the call! However, companies in every industry have to find ways to combat negative phone experiences to thrive.

After one negative experience, 51% of customers will never do business with that company again, according to NewVoiceMedia, a cloud service company.

Can a business afford to lose more than half their potential customers? Not if they want to stay in business.

Are there simple solutions? Some are easier than others.

- Invest in training your staff.
- Invest in your staff—for retention and high-level customer service.
- Outsource your calls—work with an experienced call center to manage customers effectively.
- Revise your business model to take phones out of the equation. Even a possibility?

For any senior-living communities struggling to get a handle on their phone-related customer service or if they're concerned about putting their best first-impression in front of potential residents, one solution is available: [SeniorVu](#), a Senior Housing Forum partner.

Our senior-living focused contact center alleviates some of the major problem communities face with phone calls.

- First, we answer calls in five minutes or less.
- Second, we guarantee lead engagement and follow up.
- Third, no lead hits the ground.

In fact, our system can enhance the future resident experience to the point they are eager to tour and want to know more.

After all, SeniorVu exists to help communities grow! We want people to find their new home with our communities and we want to make that part of the transition as smooth as possible.



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