



LIVE ANSWERING SERVICES

BAY STREET COMMERCIAL

EXECUTIVE SUMMARY

Real Estate Agents at Bay Street
Commercial Enjoy More Personal Time
By Using AnswerFirst's Answering Services.



BUSINESS CHALLENGE

Michael Braccia, owner of Bay Street Commercial, was inundated with business calls. Prior to using AnswerFirst's Live Answering Services, all calls from potential and existing clients were routed directly to his mobile phone. Mr. Braccia found himself constantly answering his phone on weekends, during family gatherings, while he was attending social events and even during his vacations.

THE ANSWERFIRST SOLUTION

Bay Street Commercial chose to utilize AnswerFirst's Live Answering Services so that calls could be screened and routed properly instead of instantly ringing to a BSC agent's mobile phone. AnswerFirst's account customization options allowed BSC to configure exactly how specific call types are handled; many callers' needs can be addressed without having to transfer them to BSC. Additionally, BSC utilizes AnswerFirst's secure online portal (Client Web Access) to review call recordings and ensure that calls are being answered professionally and handled properly. As a result, BSC agents are able to spend more time not only with their clients, but also with their families and friends.

RESULTS

- Provided professional live answering of all inbound calls; no calls are missed
- Enhanced overall customer experience
- Use of Client Web Access allows Bay Street Commercial to review call recordings for peace of mind
- Improved overall quality of life for Bay Street Commercial agents

**“ANSWERFIRST'S
LIVE ANSWERING
SERVICES
HAVE MADE IT
POSSIBLE FOR
ME TO TAKE TIME
OUT AND ENJOY
MY LIFE AND
FAMILY.”**

-- MICHAEL BRACCIA

