

# **Global Messaging Network Saves Companies Thousands by Outsourcing Call Processing - Law Firm Case Studies**

By Global Messaging Network

(LOS ANGELES, January 19, 2011) -- In today's challenging economy, companies are looking to save money, yet they cannot afford to eliminate their live receptionist service. Global Messaging Network, Inc. (GMN) offers a 24 Hour business call center and live answering service that provides customized solutions for small, medium, and large businesses. Located in the heart of Los Angeles, Global Messaging Network caters to all types of businesses, including attorneys, doctors, contractors, entrepreneurs, and anyone who advertises and needs a live receptionist to capture more leads and enhance their phone image.

"The biggest mistake some businesses make is to minimize their inbound call flow into their business by making it more difficult for potential clients to reach them. The phone system and communication service in a business should allow callers to reach a live person with ease and at all hours of the day. In slower economic times, each call has more value to a business and this is where our company can help businesses of all types. Global Messaging Network offers a necessary and affordable solution to help businesses capture potential new business, 24 Hours a day" says Edmond Cariolagian, Chief Operating Officer at Global Messaging Network.

Outsourcing the telephone call processing to Global Messaging Network allows businesses to save on the cost of hiring, training, and maintaining an in-house receptionist staff. On average, for as little as \$5-\$10 a day, businesses can have a live receptionist to answer their calls 24 Hours a day. Global Messaging Network service can also be used after-hours and on weekends or when the primary receptionist is unavailable or out of the office. Our service also frees up office staff time and allows them to handle the administrative and money generating duties of the business, instead of focusing on answering the phone.

Global Messaging Network hires professional, well-trained receptionists with excellent phone voices, uses reliable, high-quality equipment, and offers a high value at a low cost, while providing a high quality service. Based on information supplied by the client, Global Messaging Network creates a personalized account profile that contains the data necessary to properly and efficiently handle all incoming calls. Global Messaging Network also accommodates special services that a business may need, such as relaying information via text messaging, e-mail, call connect or fax.

## **CASE STUDY: Balian Law Group, Encino, CA**

Balian Law Group retained Global Messaging Network's 24/7 Live Receptionist service to answer inbound calls for two of its satellite law offices. Because the telephone is the law firm's life line, business is generally referred from present and past clients, hence, the law firm needs to answer and track all incoming calls.

The law firm uses the Global Messaging Network as a substitute for a receptionist at satellite offices in Irvine and Beverly Hills, saving the firm at least \$5,000 per month in receptionist salaries.

The live receptionist service streamlines operations and increases efficiency because staff is able to connect with incoming calls instantly, avoiding the downtime involved in playing "phone tag" with current and prospective clients. Hence, the firm's clients are transferred seamlessly from reception to in-house staff.

"I can conservatively say that without an effective receptionist service, we would lose 50 to 75 percent of prospective clients and 10 to 20 percent of existing clients. To us, that translates into tens of thousands of dollars per month that we could not afford to lose, especially in a down economy," said John Balian, Principal, Balian Law Group.

By using Global Messaging Network's 24/7 Live Answering Service, business at Balian Law Group has increased by about 20 to 30 percent and reduced receptionist labor costs by \$2,500 per month per office.

What is unique about Global Messaging Network is that the management hires the best bilingual receptionists who are passionate about their job. The training and supervision they receive is one of the highest in the industry. The bottom line is that at the end of the conversation, the caller feels that the receptionist cared about them and has exceeded their expectation in representing the firm professionally.

Balian Law Group is able to retain a much higher percentage of prospective clients. In the past, if the receptionist was unavailable or out of the office, it would be felt immediately in the bottom line.

### **CASE STUDY: ESQUIRE LAW FIRM - Victor Hairapetian, Principal Attorney**

Esquire Law Firm's principal attorney, Victor Hairapetian retained Global Messaging Network's 24/7 Live Receptionist, when he first established his practice and initiated a marketing and advertising campaign for personal injury cases to increase his clientele.

"It was important to capture all calls and leads that came in, so I wanted to make sure I was accessible to new clients and someone live was available to answer the phone at all hours (24 Hours a day) to capture all incoming leads" said Victor Hairapetian, principal attorney of Esquire Law Firm.

Now, after Esquire Law is an established practice dealing with more than personal injury cases, such as civil cases, trusts and estate planning, Global Messaging Network has assisted Mr. Hairapetian to retain clients, offer a quick response to clients and prospects, and allow him to be available for emergencies at any hour by offering an after-hour receptionist.

"The call center also adds value by allowing me to provide my clients with super service, security, and they appreciate the availability," added Hairapetian. "Global Messaging Network

has been an asset not only when I first opened my law firm as a solo practitioner, but as I expanded and became an established practice. And, it's definitely priceless when initiating a marketing campaign."

**About Global Messaging Network, Inc.**

Global Messaging Network, Inc. is a 24 Hour business call center and live answering service that provides customized solutions for small, medium, and large businesses. The company's mission is to help businesses capture more leads and increase revenue by having a 24 Hour Live presence to provide a professional company image for clients, while saving thousands of dollars on labor costs. For more information, call +1.888.346.6622.