

RUBY[®]

receptionists

Digital Press Kit 2017



Fact Sheet

About Ruby

Harkening back to an era when every call made to an office was answered by a friendly receptionist, Ruby Receptionists provides personalized live, virtual receptionist services to thousands of small businesses throughout North America.

Our mission is to preserve and perpetuate real, meaningful connections in an increasingly technology-focused, virtual world. We are the only virtual receptionist service dedicated to creating personal connections on every call—making callers feel special while making our customers look good.

Research shows potential clients are making more phone calls than ever, and having a charming, professional person answer the phone creates a great first impression that builds trust and helps our customers win business.

Our mobile app and other innovative tools make it easy for customers to manage their calls, messages, and Ruby service as a whole. By pairing delightful receptionists with leading-edge technology, we've built Ruby into the perfect platform to help small businesses deliver exceptional customer experiences over the phone and grow their companies.



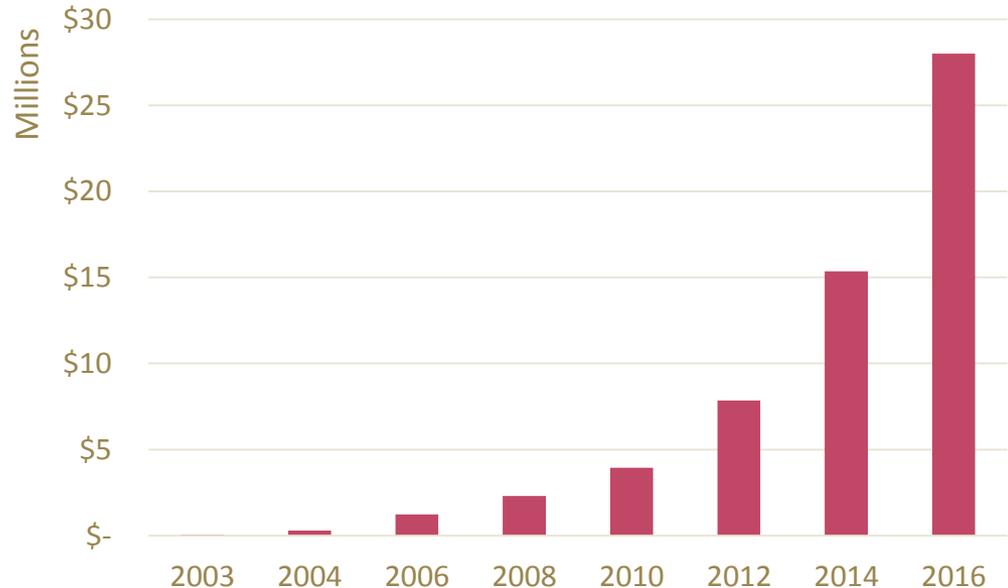
EMPLOYEES

More than 370, located in Portland, Oregon.

CUSTOMER PROFILE

Ruby Receptionists serves 6,000 small businesses across North America. Busy professionals from lawyers, marketers, IT consultants, real estate professionals to financial planners, use Ruby.

Revenue Growth



AWARDS & RECOGNITION

- ➔ Portland Business Journal: “Fastest Growing Private 100 Companies List” (2008-2016)
- ➔ Oregon Business magazine: “100 Best Places to Work For in Oregon” (2010-2016)
- ➔ Oregon Business magazine: “100 Best Green Companies to Work For in Oregon” List (2010-2013)
- ➔ Portland Business Journal award: “Women in Business Orchid Award “ for CEO Jill Nelson (2010)
- ➔ Fortune/Great Place to Work: Best Small & Medium Workplaces (2012-2015)
- ➔ Oregon Entrepreneurs Network Tom Holce Entrepreneurship Awards: Growth Stage Company (2016)



MILESTONES

- 2003. Founded by CEO Jill Nelson with an SBA loan and a cashed-in 401k
- 2006. Ruby hits \$1M revenue mark.
- 2010. First version of the Ruby Mobile app is launched!
- 2011. Ruby launches ROS, its proprietary, custom developed technology platform that serves as part of the secret sauce that makes Rubys sound in-house.
- 2013. Ruby opens a second location to meet the increasing demand for Ruby’s legendary service.
- 2014. Ruby launches new voicemail system, integrating Ruby messages and voicemail audio files.
- 2015. Ruby receives a \$38.8M investment from Udata Partners.
- 2015. Ruby’s Mobile app is reimagined and relaunched – rebuilt from the ground up to help customers get the most out of their service.
- 2016. Ruby opens a third location and relocates HQ to Fox Tower in Portland, Oregon.
- 2016. Ruby expands service to Spanish-speaking callers.
- 2016. Ruby offers extended hours to better serve businesses who work outside of traditional office hours.

FAQs

WHY USE A LIVE REMOTE RECEPTIONIST SERVICE?

Many times customer service opportunities start with a phone call. However, not every company can afford to hire a full-time receptionist, and, in an increasingly virtual workplace, businesses might not need someone on-site. Any missed call may mean missing a chance to make a great impression, and having a helpful remote receptionist service at the ready will create goodwill with customers and inspire word-of-mouth buzz.

WHAT MAKES RUBY RECEPTIONISTS DIFFERENT?

Traditional answering services are often easily recognizable as a “service” and seem impersonal. Many times they can perform only the simplest tasks, which can frustrate callers. Remote receptionists at Ruby sound like they’re part of the business, and by leveraging one-of-a-kind proprietary software, Ruby is able to perform many of the tasks of an in-house receptionist. Each Ruby receptionist is bright, articulate, and charming, and goes through “Ruby University,” an ongoing training program focusing not only on basic job functions, but telephone etiquette, proper grammar, and ways to cultivate relationships with callers and customers. Ruby receptionists go above and beyond to create personal connections with every interaction.

WHAT ARE THE BENEFITS OF RUBY RECEPTIONISTS’ SERVICE?

Every call that comes in during Ruby’s business hours is promptly answered by a cheerful, live receptionist. Customers can make better use of their time by quickly updating Ruby as to their availability through myriad methods, including a convenient mobile app. Since Ruby can seamlessly connect calls to wherever our customers are, they have the freedom to work wherever they feel inspired. Best of all, customers have peace of mind knowing their calls are being handled by a smart, happy individual who will provide exceptional service for their callers.



Ruby Service Pyramid

PEOPLE

**MAKE MEANINGFUL
CONNECTIONS**

PROCESS

**GIVE THEM WHAT THEY
DON'T EVEN KNOW THEY WANT**

CREATE EXPERIENCES

FOSTER HAPPINESS

DO WHAT WE SAY WE'LL DO

**BE PREPARED WITH
THE RIGHT INFRASTRUCTURE**

WHAT IS THE RUBY SERVICE PYRAMID?

Modeled after Maslow's Needs Pyramid, the Ruby Hierarchy of Service Pyramid is how Ruby achieves its unique customer service. Every level is equally important, and a combination of the right people and processes goes into making each successful.

RUBY.

Ruby Management Team



JILL NELSON
Founder and CEO

A driven entrepreneur passionate about growth through exceptional service, Jill has grown Ruby into a four-time winner of FORTUNE magazine's Best Small Companies to Work for, and a Fastest Growing Companies in Oregon recipient for the past eight years.



DAVID DE REGO
CMO

With more than 30 years of experience growing service and technology companies, David has spent his career in a variety of roles: technical support, software training, consulting, project management and a number of different marketing positions.



KEITH NELSON
CIO

Keith left corporate America after 25 years designing and implementing enterprise data networks. Since joining Ruby, he has overhauled Ruby's technology, transitioning the company onto a new, customized, state-of-the-art communications platform.



DIANA STEPLETON
Vice President,
Partner Engagement

Diana's experience as a small business owner, eagle-eyed attention to detail, and extensive knowledge of telecommunication technology make her perfect to oversee Ruby's day-to-day operations.



KATHARINE NESTER
Chief Product & Technology Officer

Katharine's career has focused on working for companies that value and support human connections, including roles in product management at Ancestry.com and AAA.



JACE THOMPSON
Chief Financial Officer

After playing an integral role in the growth of athletic reseller, The Clymb, Jace joined Ruby to focus on developing enterprise business analytics that will enable new levels of growth while maintaining Ruby's legendary customer service level.



KEVIN GILLAM
Vice President, Business
Development

Having almost two decades of marketing and advertising experience under his belt, including owning a successful direct marketing company, Kevin has taken the helm of developing Ruby's partnerships with other respected leaders in the small business space.



CHRISTINA BURNS
Vice President, Service

A Ruby since 2009, Christina brings over a decade of customer service experience to our Customer Happiness team. She believes that a grassroots culture of collaboration, support, and personal growth is the key to providing world-class customer service, and she strives to foster that culture within her department every day.

What customers are saying about Ruby!



No comparison whatsoever. Ruby is on a totally different playing field. Your receptionists make my day – every day. – *Curtis Patalano, Curtis P Patalano, LLC*



Through the years the staff at my company have grown to love our "Rubies." They provide beyond exceptional customer service, go out of their way to be friendly and helpful to us and our customers and I have personally interacted with several of the staff and the owner and am amazed at the humane way they operate their business. Ruby is an inspiration. – *Tanya B., Recess Wellness*



Ruby's fantastic receptionists are a key part of my commercial real estate team. They efficiently handle my inbound calls with an awesome combination of professionalism and spunk. With Ruby on my side, I can be sure that I'll never miss an opportunity. – *Bill Vogel, Third Coast Commercial Real Estate*



Have to say it again, @callruby is the BEST! Friendly, professional & always there so clients can talk to an actual person. #cantdowithout – *Cindy Campbell, Original Production*



I want to say a great big, "I LOVE Y'ALL!!!!!!!!!!!!!!!!!!!!!!" I appreciate the wonderful spirit of your company and the incredible personal touch you give. For me, when I looked at other services and compared what they offered to the attitude and "vibe" of Ruby – there was simply no comparison. – *Suzanne Bailey, Attorney at Law*



Our Realtor Sales Associates are not required to be receptionists for the office when they are in the office working. Ruby is wonderful to work with! – *Connie Campbell, Campbell Due Real Estate*

Customer posts about Ruby!

Strong Towns Journal: "[I Love Ruby](#)" – Charles Marohn, (April 8th, 2016)

Linkedin post: "[They didn't just phone it in](#)" – Jonathan Whistman, (June 12th, 2016)

A Connecticut Law Blog: "[Ruby Receptionists Review](#)" – Ryan McKeen, (October 20th, 2016)



Ruby in the news!

- ➔ Saltshaker Marketing and Media: “[Give your team the power to deliver awesome customer service that people will never forget](#)” (July 18th, 2016)
- ➔ The Veritas Group: “[The case of the Ruby Receptionist](#)” (June 24th, 2016)
- ➔ Business2Community: “[How one Portland company uses social to be human](#)” (June 10th, 2016)
- ➔ Work Different: “[How to foster genuine connection within our workplace](#)” (February 2016)
- ➔ Portland Business Journal: “[Meet the Portland-area companies on the Inc. 5000 list](#)” (April 28th, 2015)
- ➔ Portland Business Journal: “[Fast-growing Ruby Receptionists adopts \\$15 minimum wage](#)” (April 28th, 2015)
- ➔ A Great Place to Work: “[A people-centric workplace: good for growth and profits](#)” (December 2015)
- ➔ Wall Street Journal: “[Cure for office burnout: mini sabbaticals](#)” (October 2014)

Contact Us!

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