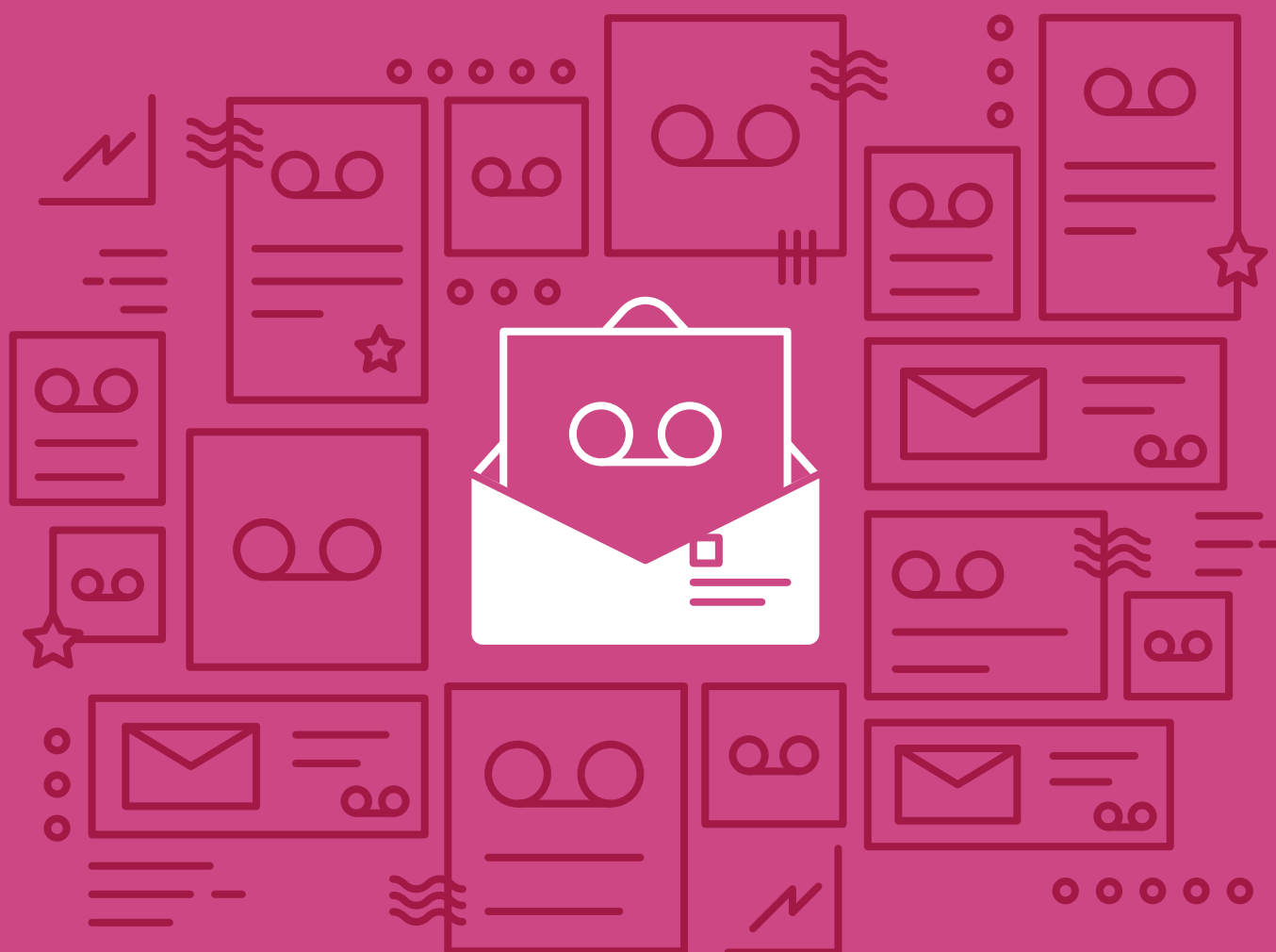




# The **A-Z** of **Business Voicemail Greetings**



## Leave a message after the beep – why voicemail greetings still matter

When people think ‘voicemail’, they think of the 80s and the 90s when the voicemail reigned supreme. Seinfeld references (“Believe it or not, George isn’t at home!”), pranks, movie quotes, favorite songs, celebrity impressions, birth announcements, relationship status announcements — voicemail greetings afforded people the opportunity to build their brand, showcase their personality and be goofy.

But then came communication channels like IMs, Whatsapp, Facebook Messenger, Snapchat and people discovered the wonders of asynchronous communication... and now, voicemail greetings are mostly only used by businesses to engage with their customers. That’s not to say that the purpose has changed; it’s just that it’s become more crucial than ever to get that greeting right.

Thanks to technology, current-day consumers are used to fast responses, be it their personal lives or their business relationships. In fact, **they’re so used to it that they demand it be the case.**

It also doesn't help that telephone is the favored choice of channel when it comes to burning issues. Even though there's a range of customer service channels to choose from (email, chat, social media etc.), customers tend to call in only when the issue is really urgent and they don't want to wait for live chat responses. So, if your agents are really swamped or not at their desks or can't attend to the customer's issue for any reason, the voicemail greeting is the last chance you have to make your case as a brand that cares. If you don't get it right and end up coming across as cold and dismissive or flippant, it can be the straw that breaks the camel's back and leaves you one-customer less.

So... no pressure.

Luckily, we happen to be in a position where we can observe what works for our customers and what doesn't and we'd love to share it with you so you can get started quickly and ace this voicemail game.

### **In this ebook, you'll:**

- Learn where to use a voicemail greeting
- Figure out what to include in a voicemail greeting (and what not to)
- Get some sample voicemail greetings to build on for your own greeting
- Learn how to set up a voicemail greeting in Freshcaller, for different circumstances

## Why this ebook:

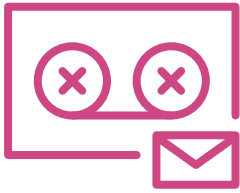
This ebook is based on insights gathered by Team **Freshcaller**, a cloud PBX solution by Freshworks Inc.

Freshworks Inc. is a suite of business software - everything from a customer support software and an ITSM tool to a CRM to a chat messenger to HR software - used by over 200,000 businesses worldwide. Freshworks Inc., backed by Accel, Tiger Global Management, CapitalG, and Sequoia Capital India, is now valued at \$1.5 billion dollars, a B2B SaaS unicorn. Headquartered in San Bruno, USA, Freshworks also has offices in India, UK, Europe, Japan, and Australia.

Freshcaller by Freshworks is a modern day reimagining of our everyday phone system for support and sales teams. With Freshcaller's cloud-based architecture, it brings together the best of legacy features like IVR and advanced capabilities like Smart Escalations, Custom Call Center Analytics to help you set up a state-of-the-art business call center. Freshcaller offers phone numbers in 90+ countries, requires zero phone hardware, and is extremely easy to use.

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1. Voicemail greetings - Who and When
2. The must-haves (with examples)
3. Things to keep in mind while creating a voicemail greeting
4. Setting up voicemail greetings in Freshcaller



# Voicemail greetings - Who and When

Typically, the business functions that typically need voicemail greetings are customer-facing functions like marketing, sales and customer service, and business functions i.e HR and admin.

Different persona call each of these departments - candidates will call the reception to talk to a recruiter, vendors to talk to marketing, prospects to talk to sales, customers to talk to account managers and so on - so it makes sense to have a varied greeting for each of these persona.

With candidates, you can use the voicemail greeting to showcase your employer brand aka an informal, “fun”, engaging tone. But customers calling in to talk to account managers about burning issues will not be very amused by the charming, rambly greeting that you use for candidates (“Give me the answer to life, the universe, and everything to jump up the queue”). Similarly, you might need information from your customers that you don’t necessarily need from your candidates (“Give us your app version”).

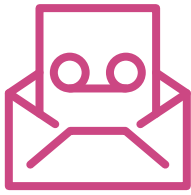
In essence, **all the departments that receive inbound calls** need custom voicemail greetings, of their own, tone and content tailored for their purposes.

# When does it make sense to use a voicemail greeting?

Usually, businesses use voicemail greetings in these occasions:

- As a welcome message
- When the caller presses too many invalid options in the IVR
- When all available agents are attending to other calls
- When the team is offline and no one is available to take a call
- When the team is on vacation and the caller should expect a delayed response
- If the caller chooses 'Leave a voicemail' in the IVR

Cloud PBX solutions allow its users to customize call flows so they can use different voicemail greetings in different situations. We'd highly recommend you use a cloud PBX solution if you're planning on running a call center because of the customization such a software will afford.



# Voicemail greetings

## Must-haves

When creating a voicemail greeting, here are some questions you should ask yourself. The answers to these questions will help you create a script for your voicemail greetings.

1. **Who will be listening to this message?** (A candidate, a prospect)
2. **What frame of mind will they be in?** (Hopeful, frustrated etc.)
3. **What do you want to convey?** (“We’re not in right now”, “We have a special offer for you”)
4. **What kind of information do you need from them?** This will be useful, especially, in customer service situations to identify the customer and proactively uncover as much information as possible, without having to ask said customer for it. You might already have notes from previous calls but better to be safe, than sorry.
5. **What is a realistic time-frame in which they can expect a call?**
6. **What are their alternatives?** This will be especially useful in your holiday voicemail greetings because you can use this message to direct customers to a staffed customer service channel where they can receive faster responses. You can also use this section to give them advice for frequently asked questions (“If you’re calling about our free T-Shirts, please leave us a voicemail with your address and size”).



Deborah Sweeney, CEO of MyCorporation.com, has a similar methodical approach to voicemail greetings.



*"I am personally quite proud of the welcome voicemail that MyCorporation has... because I am the person who does the welcome message! The message is entirely in my voice. I open by saying 'Thanks for holding! We'll be right with you in a moment, and thank you for entrusting us with your filing needs.' I utilize several call to action statements during the message, such as discussing how we can help with trademark and copyright filings and prompting callers to ask us how we can help you out today. **I find this is a much better approach than playing music in the background because it allows callers to easily recall what they are calling about and know that we are here to help.** I also make it a point to say 'We look forward to working with you.' and 'We'll be right with you in a moment.' to ensure that customers do not drop the call and let them know that we value their business."*

# Voice and tone

Voicemail greetings are an extension of your phone support service so please take the time to set expectations in any manner you please. Whether it's through a joke ("We'll send you a gift basket if you can tell us which came first: the chicken or the egg") or a fun fact about the team ("Sara likes reggae music!") or even a serious fact about the team ("Our team has over 25+ years experience in customer service and have won 5 awards"), you can use the voicemail greeting to showcase your company's brand, team's personality or just do some good ol' marketing.

However, please remember to account for the situation in which the person will listen to the message. For example, if they're listening to the hangup voicemail message, after being on hold for a few minutes, that might not be the best time for humor.

Moral of the story: tailor tone to situation.

Now, let's run through some scenarios and create some sample voicemail greetings for said scenarios.

## #1: Customer calling your customer service number for support: Welcome

1. **Who will be listening to this message?** Customer
2. **What frame of mind will they be in?** Neutral/annoyed
3. **What do you want to convey?** You want to welcome them and let them know how long
4. they'll have to wait to hear back. You can use the average hold time from your call center's reports to supply this information.
5. **What kind of information do you need from them?** From experience, I know that my bank's Phone Banking support line asks for my customer ID when we connect so I keep it easily accessible when I give them a call. But it'd be useful if they let me know

upfront so I can find it and be ready when I do get connected to an agent.

5. **What is a realistic timeframe in which they can expect a call?** Since, this is a welcome message, the hope is they'll stick around long enough to connect with you. You can let them know the timeframe in which you offer phone support so they can escalate through another channel, if necessary.
6. **What are their alternatives?** You can also let them know about alternate support channels (email/chat) if their query is not urgent.

### Okay, let's write that script now!

Hello! You've reached [YourCompany]'s support line. Thank you for calling! The average wait time is [time] so please be patient. Your [Account ID/Email address] will help us provide personalized service so keep it handy. You can also leave us a voicemail by pressing '0', if your enquiry isn't urgent. If you want to connect with someone immediately, please go to our website [URL] and chat with one of our live chat agents.

## #2 Holiday greeting: no phone service is available

1. **Who will be listening to this message?** Anyone who calls
2. **What frame of mind will they be in?** Hopeful
3. **What do you want to convey?** You're not in because it's the holidays.
4. **What kind of information do you need from them?** Their name and number you can call, when you get back in
5. **What is a realistic timeframe in which they can expect a call?** No one will be calling them back for another couple of days.
6. **What are their alternatives?** A skeleton team manages email and chat - reach out to them.

### **It's scripppttt time!**

Happy holidays! You've reached the office of [Company] but unfortunately, the team's currently out of office. We'll be back on [date], full of good food and cheer, ready to rumble. If you want to connect with someone immediately, you can go to our website [URL] and chat with one of our live chat agents. You can also alternatively leave us your message, name and number and we'll get back to you by [date].

## **#3 Asking the customer to either wait or leave after spending some time in queue**

1. **Who will be listening to this message?** Customer
2. **What frame of mind will they be in?** Frustrated/annoyed
3. **What do you want to convey?** They've been on hold for a while so you need to
4. **reiterate their options:** they can either wait or they can leave a voicemail, if the enquiry isn't urgent.
5. **What kind of information do you need from them?** Their name, phone number, and the issue under concern.
6. **What is a realistic timeframe in which they can expect a call?** It's best to be vague and give them a timeframe ("by end of day") rather than an exact time ("You'll receive a call by 2.34 pm").
7. **What are their alternatives?** You can also let them know about alternate support channels (email/chat) if their query is not urgent.

### **It's scripppttt time!**

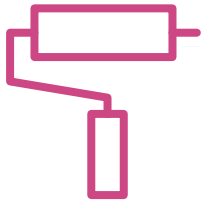
Hello, we apologise for the delay. Unfortunately, all our agents are on calls right now so you have to wait a bit more to connect with an agent. If you'd much rather not wait, you can leave us a message with your name, number and reason for calling and we'll call you back by the end of the day. You can also go to our website [URL] and chat with one of our live chat agents. If you're okay with waiting, thank you for your patience.

## **#4 When the team is offline and no one is available to take a call: Reception**

1. **Who will be listening to this message?** Anyone
2. **What frame of mind will they be in?** Your guess is as good as mine
3. **What do you want to convey?** This is outside your working hours so they'll have to wait till you get back in for a response
4. **What kind of information do you need from them?** Their name, number and their reason for calling.
5. **What is a realistic timeframe in which they can expect a call?** The day your team is back in office.
6. **What are their alternatives?** Email.

### **It's scripppttt time!**

Hi there! You've reached [Company]'s voicemail. We're available by phone from [hour] to [hour], [day] to [day] so, unfortunately, the team is currently out of office. Please leave your name, number and message and we'll get back to you as soon as possible. In the meantime, if your query is urgent, please send us an email at [email]. Cheers!



# Things to keep in mind while creating a voicemail greeting

1. Record the voicemail greeting with a human, if possible. Text-to-speech works in a pinch but unfortunately, it sounds super robotic and it might give the wrong impression (that you don't particularly care about the caller experience) to callers.
2. If you have a mic, use it to record your message. Mics have only one job and they do it extremely well (better than your jack-of-all-trades phone). A phone will do but why not try to make your message as clear, free of background noise, and audible as possible? If you can swing it, you should find a sound engineer to tack on a jingle to help set a pleasant mood.
3. Make sure you're alert and relaxed when you record a message. You don't want to sound groggy or tense like you're barking at the caller.
4. Rehearse the script a couple of times, preferably with a colleague, before you hit 'record'.
5. Remember to speak slowly - if you stumble, start over.  
  
If you have an email address or URL in your script, spell it out. Don't just say it, no matter how obvious.

6. If you have an email address or URL in your script, spell it out. Don't just say it, no matter how obvious.
7. Record a couple of versions, don't just stop with one. This way, you'll have options to choose from, later, when you're reviewing your work.
8. Let it rest. If you record today, listen to the recordings tomorrow. If you're anything like me, you'll think more kindly of everything then.



# Setting up voicemail greetings in Freshcaller

- ★ If you don't have a Freshcaller account, you can sign up for one here:

[Free Trial Now](#)

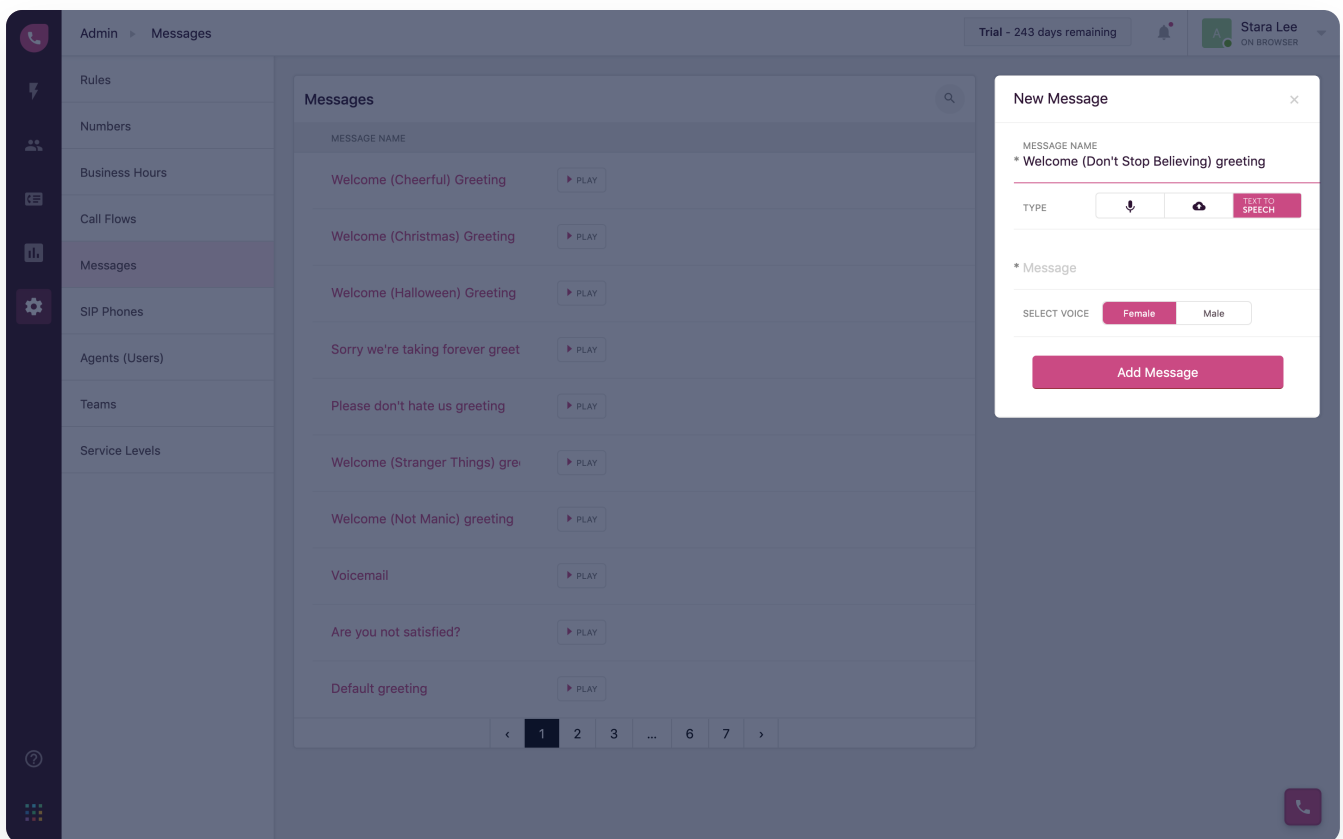
- ★ If you do have an account, you need to have Admin privileges to be able to modify call flows and add voicemail greetings.

[Login Now](#)



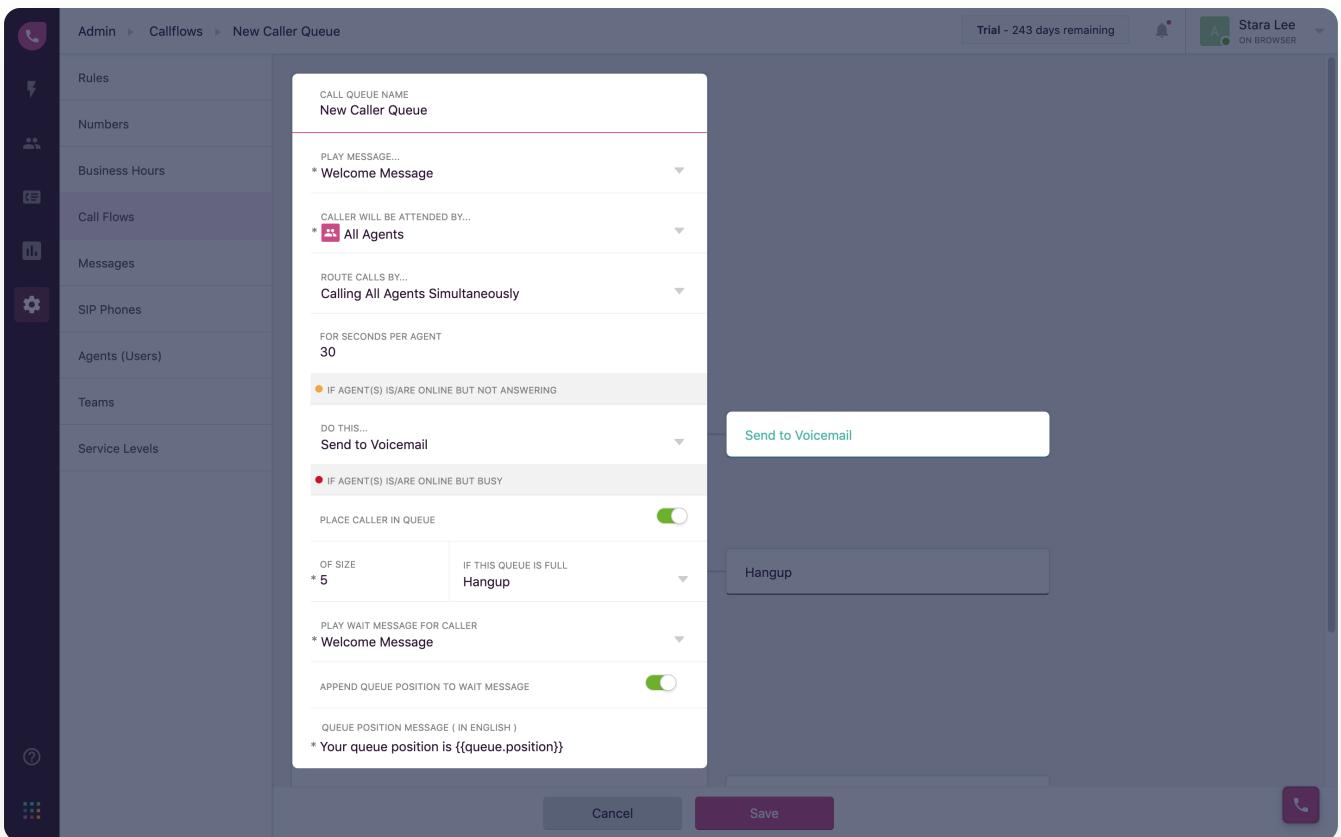
# Creating voicemail greetings

- Go to Admin>Messages
- Click on the '+' icon next to the 'New Message' section
- You have three options when adding a new message: you can record a message straight away, you can convert text to speech and you can upload audio



## Adding voicemail greetings to a call flow

- Go to Admin>Call Flows
- Choose the call flow you'd like to modify
- If agents are not answering or busy, you can choose the action 'Send to Voicemail'. And, you can add the message you just recorded as your voicemail greeting.



**That's all folks. Greet away!**



[www.freshcaller.com](http://www.freshcaller.com)