

MEMO: INCOMING CALL PROCESS

To: Admin + Customer Service Team
From: Leadership Team
Date: 15/4/26
Effective From: 16/4/26
Attachments: IVR + Customer on-hold script

Summary

In response to customer feedback on response times and accessibility, assemblyNOW has implemented changes to the phone system designed to improve customer experience and efficiency. These updates will help minimise the management required for voicemail messages, reduce incoming call volume, and ensure customers receive answers faster.

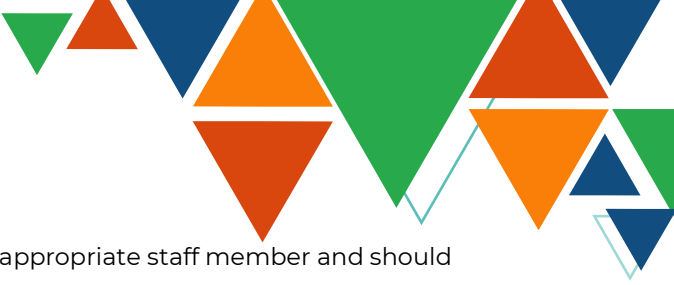
Key Points:

- All incoming calls will now ring on all admin handsets, regardless of department or state.
- Calls will no longer divert immediately to voicemail—customers will remain on hold while common questions are addressed via recorded messages.
- Customers will be encouraged to email wherever possible.
- Calls ringing or on hold must be prioritised; please answer as quickly as possible.
- Weekly leadership reporting will now monitor call wait times and answer rates to identify areas for continued improvement.
- Voicemails left after 2 minutes on hold will be automatically converted to text and sent to bookings@assemblynow.com.au for follow-up.

Step-by-Step Guide:

1. Answering Incoming Calls:

- All admin handsets will ring simultaneously for incoming calls.
- Whoever answers should assist the customer where possible or take a clear message and escalate if needed.

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- Any messages taken are to be emailed to the appropriate staff member and should include the following information:
 - Customer Name
 - Customer's contact details
 - Preferred contact method
 - Order REF # (where possible)
 - Details of enquiry
 - An email template for phone messages has been save in Gmail to streamline this process.

2. New Caller Messaging:

- Each incoming call begins with a message encouraging customers to email us if they're placing a new booking or if their appointment is more than two business days away.

3. Hold Process:

- Unanswered calls automatically move to hold status rather than voicemail.
- While on hold, the caller hears a script covering common questions.
- Please make every effort to answer calls promptly from hold - minimising wait times strengthens our service reputation.

4. Voicemail Escalation:

- If after 2 minutes on hold the call remains unanswered, the caller will be directed to leave a voicemail.
- Voicemail recordings will be converted to text and sent via email to bookings@assemblynow.com.au.
- Messages are tagged for follow-up by the appropriate team member.

Additional Help and Support

For technical issues with the phone system, contact itsupport@assemblynow.com.au.

