

Nine Rings is the Magic Number

Written by Australian Business

MANCHESTER, ENGLAND, October 03, 2013 /**24-7PressRelease**/ -- Research released today finds that when calling about purchasing a new product or service 89% of callers would hang up once they had waited for nine rings. The survey of 2,000 people emphasises the significance of first impressions with a prospective customer, key findings include:

- 89% of callers would hang up once they had waited for nine rings- 42% of callers stated that they wouldn't call the company back if they didn't answer on the first try- 4% said they wouldn't even return a new business call if the line was engaged

The research, commissioned by [Penelope](#) , a call handling solution for small businesses, highlights the importance of availability when it comes to first time contact between a business and a customer.

Ed Reeves, co-founder of Penelope said: "The research clearly indicates that in today's fast paced business environment, the difference between answering a call on the first or second ring, versus the fifth or sixth ring, is securing new business or risk losing a potential customer and damaging your reputation. SMEs are the lifeblood of the UK economy, accounting for [51% of the country's GDP](#)

. To increase this, SMEs need to offer both a superb product and excellent customer service, otherwise customers may view your business as apathetic or worse, they will call your competitor."

Reeves continues: "With the new & emerging technology available today, switched-on business owners have an opportunity to step away from the competition and capture more business simply by answering calls promptly. Making it a priority will mean the difference between securing new business leads and losing them."

About Penelope

Penelope is everything a small business needs to handle its calls - a Digital Receptionist, clever call distribution, an award-winning answering service and all the features of a complete phone system, only better. It's big technology, in your pocket.

Penelope is part of Moneypenny, the UK's leading telephone answering service. For more

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information please see: <http://www.penelope.co.uk/>

Media contacts:

Olivia Calvert and Candi Hindocha, BOTTLE 01865 770 381 penelope@bottlepr.co.uk