

*“Customer invoices that used to take days to complete can now be generated in minutes. Today, we have the speed and flexibility needed, as well as a foundation for future growth.”*

Jill Nelson, President,  
Ruby Receptionists



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

#### About CSG

CSG Professional Services, Inc. provides custom software development and business intelligence solutions.

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## The Client

Ruby Receptionists provides remote, live, professional receptionist service to small businesses and professionals throughout the United States. With more than 25 receptionists that provide high-tech call connecting and a personal touch, Ruby Receptionists has redefined the industry with the concept of “virtual receptionists”. With revenues of \$2.3 million in 2008, the company was rated Oregon’s 13<sup>th</sup> fastest growing company by the *Portland Business Journal*. The company’s rapid growth created demand for an improved client subscription, usage and billing system.

## Requirements

Ruby Receptionists outgrew its first-generation, legacy computing environment consisting of many disparate reports that were inaccurate and extremely time-intensive to complete on a monthly basis. With more than 700 clients and 4,000 calls to track each day, it took more than 20 man hours to pull call data from its PBX network to complete each month’s invoices. In addition, the system did not scale to meet Ruby’s growth demands and would crash regularly writing to an outdated database. Ruby needed a new system that could:

- Handle increased volumes of data;
- Rapidly prepare reports and invoices;
- Provide flexibility to segment call details and fine-tune billing needs; and
- Give its clients a web-based view of their account at any point in time.

## The Solution

CSG Professional Services worked closely with Ruby management and end users to help define and ensure new system requirements met expectations. The new application is based on Microsoft’s SQL Server 2005 database and was developed using the Microsoft .NET Framework and Microsoft WinForms. “We felt a strong partnership between Microsoft and CSG consultants,” says Keith Nelson, IT Director at Ruby Receptionists. “CSG truly understands the suite of Microsoft technologies and they were very efficient in defining, building and deploying the new system.” Ruby Receptionists’ new centralized system can now handle its growing data volumes and ultimately provide their customers with better service.

## The Result

Ruby Receptionists has complete trust in the accuracy of its new system. It has provided them with:

- Faster reporting and billing;
- Increased functionality;
- Better quality of information; and
- More efficient management of customer accounts.

Ruby is now looking to automate business processes across the organization to set them apart from competitors. “The results of our new system are outstanding,” says Jill Nelson, President at Ruby Receptionists. “Customer invoices that used to take days to complete can now be generated in minutes. Today, we have the speed and flexibility needed, as well as a foundation for future growth.”