



A Cautionary Tale about Voicemail Greetings

***Some things are so obvious, we forget them.
Is it costing you business?***

Some time ago, I stumbled on a very cool application that allows users to create a virtual "table of contents" for podcast audio or a/v content - making longer content easily searchable. I had hastily scribbled the company's phone number, but later couldn't read the company name I'd jotted down. **I wanted to refer this company to some key podcasting clients of mine whom I thought would love the product -- and had told them I'd send along the company info ASAP.** At least I had the phone number. Though it was a Friday evening I called knowing that their outgoing message would give me my "aha" moment of the company name so I could send it along.

To my dismay and surprise, the voice mail message said, "Thanks for calling. We're not here right now so please leave a message..." **What??!** **How could a company selling a product exclude their own name from their voice greeting?** I resorted to Google and did every search I could think of to match what I thought was the company name; I searched for "virtual table of contents" and came up with companies other than the one I was after. This gave me pause: **Was I going to refer my clients to someone who could overlook something so basic?**

In the end I left a message and later had a good-natured chuckle with the company spokesperson who called me back. It's a good product and a good company but I had to work very hard to track them down. (Hmmm. I'll have to call them again after hours and see if they've fixed that problem.)

Your name is your brand. First impressions can be lasting. 'Nuff said.

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