



# Business On Hold Messages

# Professional On-Hold Messaging

Once you consider the alternatives you'll be convinced that On-Hold Marketing is a sound solution! Improve the quality of your customer's telephone experience! And, take advantage of a valuable marketing opportunity at the same time. Choose On-Hold Marketing.

## Replace Silence

### Callers left in silence:

- become frustrated quickly;
- will fear they've been disconnected;
- will hang up and call the competition;
- half of first time callers put on "silent hold" will try the competition

## Replace Radio

Playing a radio gives you no control over what your callers hear. Don't subject your caller to static, controversial topics, demeaning jocks, offensive banter, or worse... an ad for your competitor! In fact, an ad for anything is competition for the caller's cash.

## Replace Canned Music

No one wants to wait on hold! Take away the frustration – give them something interesting to listen to! Let them know their business is important and that they haven't been disconnected. Customized on hold messaging is proven to reduce hang-ups by two-thirds!

# On-Hold Production

- an 8 minute continuous loop (callers hear random messages wherever the loop happens to be when they are placed on hold – this avoids frequent callers having to hear the same message each time they call)
- phone consultation with a professional writer
- creative scriptwriting featuring 6 to 9 “spots” (up to 800 words total)
- music mixed between each spot (5 to 15 seconds, tailored to your requirements)
- a choice of music and talent from our web demo
- regular reminders via e-mail and telephone

## Fully Customized On-Hold Messages

Your subscription includes fully customized programs. We will change as much as you want: all of the content, or just some of it, as well as the music and/or the voice talent. Just let us know what you're looking for and we'll professionally create your new production.



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For more information please visit

<http://www.onhold.on.ca>