

MARKETING ON HOLD

What will your customers hear while they are waiting on the phone?

Silence is not an option.

90% of callers will hang up if confronted with silence
35% of callers that do hang up, will not call you back

We can provide music and the option of voice recordings to fill the silence that would be heard by telephone callers who have been placed on hold. You can choose the music and even the accent of the voiceover.

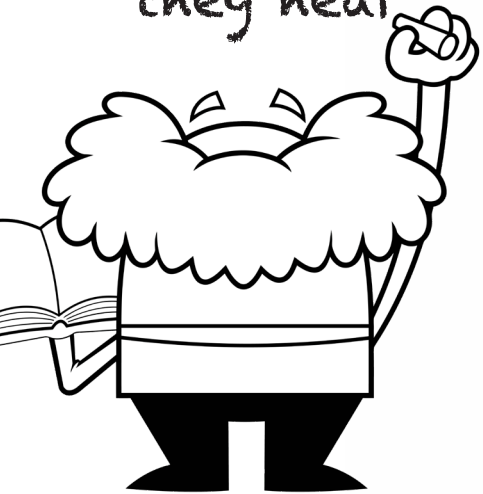
You can educate and signpost callers - and even add sales messages.



Research
reveals that
callers believe
they are 'on
hold' for less
time when
listening to a
Music on Hold



20% of callers make a purchase decision based on the information they hear



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What does it sound like?

You can choose from a wide choice of music tracks to suit all moods and occasions.

We can't all have a deep seductive voice like Barry White. In fact most of us dread recording our own voices. That's why we have trained voiceover artists recording your messages to a high-quality, professional standard.

Whether you require male or female, friendly or corporate, regional or neutral accents, we have them all: a voice that matches your business perfectly.

Your message can address frequently asked questions which help streamline calls. Or you can inform callers of special offers or services they may be interested in.

You have a captive audience - make the most of it!

