

TURN TELEPHONE DEAD TIME INTO PROFIT TIME

The old saying that "silence is golden" couldn't be further from the truth. In fact, having customers wait "ON HOLD" in silence can often become costly. Silence "On Hold" projects no image to callers and can cause them to become impatient, resulting in caller abandonment. Playing the radio isn't much better. It not only requires expensive performance licenses but it can also advertise a competitor. So what's the solution? The answer is simple... "On Hold Messages."

On Hold Messages allow businesses the opportunity to take full advantage of their captive audience ON HOLD, and educate prospects about their company's specific products and services, improve customer relations, and increase sales. An independent study showed that 80% of all callers preferred "ON HOLD" messages to other alternatives and that 16% to 20% of those same callers made a purchasing decision based on an offer they heard while "ON HOLD." The study also showed that 45% of callers remained "ON HOLD" longer when listening to "ON HOLD MESSAGES."

How are On Hold Messages created? It all starts with accomplished scriptwriters, who will custom design a script that is best suited for your client. Next, our professional voice talent and highly acclaimed studio engineers combine to bring your "On Hold Message" program to life in state-of-the-art digital recording facilities. There is also a complete library of licensed music to enhance your "On Hold Messages."

The On Hold Message Company services over 6,000 clients in over four countries. They are also a recognized supplier for some of the nation's leading Fortune 500 companies, professional trade associations and buying co-operatives.

For more information on "On Hold Messages", call (800) 263-5564 or write to: The On-Hold Message Company, 916 Pleasant Street, Suite 4, Norwood, MA 02062. HBM