



# MESSAGES ON HOLD

Inform, educate, and entertain your callers with custom on hold messages



## CAPTIVATE CALLERS

Messages On Hold can captivate callers' attention, keeping them engaged while they wait on hold.



## CULTIVATE CONNECTION

Cultivate a sense of connection between businesses and callers, building rapport and trust.



## CONVERT CUSTOMERS

Convert callers into customers by promoting special offers, leading to increased sales and revenue.

Messages On Hold, aka "Marketing On Hold" is a great way for businesses to leverage its phone system to communicate marketing messages to its customers. Depending on the phone system, additional equipment might be optional.

Silence, beeps, radio, or worse; default cheesy music.

If you're playing any of those options to your callers on hold, you're missing a branding opportunity. You may even be violating copyright laws or advertising for your competitors without even realizing it.

## OPTIMIZING MOH FOR BUSINESS

Messages On Hold are a series of topical paragraphs of voiceover set to music. They inform callers about your company, its products, and its services. The length for a well done MOH Playlist is typically 5-6 minutes, but should reflect the average hold time to eliminate repetition.

Consistent updating of content is essential to optimizing the impact of MOH. Committing to quarterly, monthly, or even weekly changes is surprisingly cost effective and a good service provider takes the heavy lifting off of your plate.

Don't miss the opportunity to reinforce your brand, inform, educate, and market to a captive audience.

# MESSAGES ON HOLD

## PRODUCTION PROCESS



**SUBMIT**

**PRODUCE**

**DEPLOY**

**2-Day Quick Turn Available**

**SUBMIT** | When creating content, be concise and conversational. Use simple phrases to clearly deliver your message in about 50 words or less. Provide exactly what you'd like us to record or have us write it for you.

**PRODUCE** | Professional voice artists record custom scripts and we engineer them to sound amazing. Then, we program them for playback according to your preferences.

**DEPLOY** | On Hold Messages can be played on any business-class PBX or VoIP phone system and formatted to meet any platform requirements.

*Production pricing is available for à la carte as-needed services and also subscription based recurring plans when the frequency of updates is at least monthly.*

## “Will MOH benefit my business?”

Messages On Hold can benefit your business by improving the customer experience, driving sales and revenue, and enhancing your brand image.

## “What should we talk about?”

Messages On Hold can include customized content aligned with your brand strategy and updated as needed to ensure relevance and freshness.



### COMPATIBILITY GUARANTEE

Guaranteed to work with any Business-class PBX or VoIP solution that offers custom on-hold message capability. Cell phones may also work when your VoIP provider offers a platform app. Formatting audio to specifications is included.



### RECORDED PROMPTS (IVR)

In addition to your Messages On Hold, we can also record all of your Introductory greetings, voicemails, and auto-attendants. This helps to ensure consistent branding across your entire caller experience and telephone imaging.



### MULTI-LANGUAGE SUPPORT

English is the included production language. Spanish, Canadian French, and other languages are available, as well as translation services. Foreign language requests are quoted on a per project basis and extend production times.



### MUSIC AND VOICE

We offer a dozen music bed options that play superbly underneath spoken word. Our voice talent are auditioned for national broadcast quality, ear-appeal, and availability to achieve superior results and quick turnaround.



### EQUIPMENT & STREAMING

Equipment may or may not be required, depending on the telephone system. Some can ingest an HTTP stream directly while others may support only locally connected audio sources. We provide free consultation to determine which solution best meets your needs.



### UPDATE FREQUENCY

Monthly updates align messaging with promotions and trends, keeping callers engaged and informed. Fresh messaging showcases your commitment to providing relevant information and prevents repetition, improving the overall caller experience.