

Using The Information In This Report Will Change What Callers Think Of You... When You Put Them On Hold

Dear Colleague,

You've taken the first step towards overcoming the boredom, frustration, and even anger, callers experience when they're put on hold. People hate to wait, and being put on hold is no different. And like it or not, almost all businesses and organizations put callers on hold from time to time. Every business tends to put more calls on hold than they realize, and they also put individual callers on hold for longer times than they realize. You're probably doing it right now. And what your callers hear... or don't hear... will have a huge impact on what they think of you and your organization.

88% Of Callers Prefer Messages To Silence

If you have to put callers on hold, don't make them bored, frustrated, or so mad that they'll hang up and never call you back. Give them what they want – useful information. In fact, 88% of callers placed on hold prefer on-hold messages to silence. And according to a *U.S. West Communications* study, callers will stay on hold longer (up to three times longer) with information messages, than to silence or music. So if you want to improve your image, customer service, and caller retention, you need on-hold messaging that delivers information and messages custom tailored to your specific needs... and your callers!

FREE Report Explains On-Hold Messaging

This report shows how on-hold messaging overcomes the problems and frustrations callers experience when you put them on hold. You'll learn how on-hold messaging can turn your phone system into an effective marketing and communication tool... for only a few dollars a day. This report also explains the problems callers face when put on hold, what your on hold options are, what you need to know about equipment, and most importantly, how to select a qualified message on hold professional who can custom tailor an on-hold messaging program to meet your needs.

Your Time Will Not Be Wasted

I guarantee your time will not be wasted and that the information in this report will convince you that on-hold messaging is a critical component to any successful customer service or marketing program. And don't forget that if you have any questions about on-hold messaging, now or in the future, please just give me a call at 800-392-4664 and I'll be happy to help you out anyway possible.

Continued Success,

Mike Wick
Message On Hold

How On-Hold Messaging Can Help Your Business Be More Successful



How On-Hold Messaging Can Help Your Business Be More Successful

**Message On Hold
800-392-4664**

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How On-Hold Messaging Can Make Your Business More Money

Is Your Phone Losing Money For Your Business?

How Much Business Are You Losing?

If you think that's not possible, think again. According to an *AT&T* study more than 70 percent of business calls are placed on hold, 60 percent of callers placed on "silent" hold hang up after 30 seconds, and 30 percent of your first-time callers who hang up don't call back! A *North American Telecom* study showed that 90 percent of callers put on hold listening to silence will hang up within forty seconds. So how much business are you losing to your competitors if you're not using on-hold messaging? And if you think that in your business you don't put callers on hold, or when you do it's only for a moment or two, you're in for a big surprise! In fact, 55 seconds is the national average hold time for companies with more than two telephone lines according to a recent *CNN* survey. That same survey also showed that the average person spends 60 hours per year on hold... and the average business executive spends about *three days on hold per year*.

Here's What You'll Learn:

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52% Of Your Callers Become Upset When Placed On Hold

The bottom line is that all businesses put calls on hold; your calls are put on hold for longer than you think, and your clients and customers hate it! In fact, more than 52 percent of Americans become upset when being placed on a hold (*USA Today*, Nov 13-15, 1987). What's really amazing is that on average, businesses spend a whopping 94 percent of their advertising budget to get the phone to ring and a miserly 6 percent of it to handle the calls once they come in (*AT&T* study). Now consider something else, the average business in the U.S. gets about 125 calls per day and the average cost in lost potential business from mishandling a call is \$34 (*Sale and Marketing Management Magazine*). If you're the average business getting about 125 calls per day, you put about 70 percent of your calls on hold, and about 70 percent of the calls that you do put on hold are on hold for 45-60 seconds or longer and therefore about 30 percent of them hang up and never call back because you don't have on-hold messaging, and each lost call represents about \$34 in potential lost revenue per call, then you could potentially be losing an incredible \$153,000 in business per year based on a five day work week (\$190,944 if you're open six days per week, and a whopping \$216,648 if you're open seven days per week, less 10 holidays per year).

Take a look again at what you are losing:

Lost calls and hang-ups could be costing you as much as \$153,000 in lost business every year.

- 125 calls per day (125 calls)
- 70 percent put on hold (87 calls)
- 70 percent of on hold calls are on hold for 45-60 seconds (61 calls)
- 30 percent hang up and never call back (18 calls)
- The average lost call represents about \$34 in lost revenue
- 18 callers hang up per day at \$34 per call is \$612 in potential lost revenue per day.
- 52 weeks per year, five day work week, minus 10 holidays per year equals 250 business days
- If you're open five days per week, less holidays, that's \$153,000 in potential lost revenue per year because of callers hanging up and never calling back!

So the big question is when your business phone rings and you have to put your callers on hold, how much business are you losing because of what they hear... *or don't hear?*

One last question: If you could be losing up to six hundred dollars a day in lost calls, how many days of fewer (or maybe no) hang-ups would it take to pay for a whole year of on-hold messaging given that the average service provider charges between \$800 and \$1,600 per year for basic service, depending on the options you want? *It's only two to three days!*

Do You Want Your Callers To Hear Silence, A Competitor's Ad, Or A Reason To Buy From You?

Your First Goal Is To Keep Your Callers From Hanging Up

What are your options when you put your callers on hold? The choices are simple: silence, a local radio station, background music, a generic on-hold message, a tailored on-hold message, or a compelling marketing message about what is unique and different about your business that makes you the obvious choice to do business with. First, consider some simple facts: 85 percent (*Cellular Marketing Magazine*) to 88 percent (*Teleconnect Magazine*) of callers prefer on-hold messages to silence. That should be pretty obvious by now. But did you know that 93 percent of callers placed on silent hold estimate their on-hold time to be longer than it actually is (*Teleconnect Magazine*). That partly explains why so many callers hang up when they're on hold for up to 45 to 60 seconds. But callers with music will stay on the line about thirty seconds longer than with silence, and callers with information on

hold will stay on the line up to three minutes longer (*North American Telecom*). In fact having an on-hold system reduces caller abandonment by almost 79 percent (*Plain Dealer*, 1995).

What Are Your On Hold Options?

What's most important about selecting an on-hold message is that 85 percent of callers prefer information on hold to other options (*Sales and Marketing Magazine*). Callers will stay on hold longer with information on-hold, as opposed to hearing silence or music (*Connections*, 1995). According to a *U.S. West Communications* study, when callers were provided information on hold, it resulted in a 45 percent increase in caller retention, a 15 percent increase in inquiries, and a 12 percent increase in requests for products and services mentioned during on-hold messages. The bottom line – one in five respondents said they made a purchase or a decision based on information they heard while on hold (*Telemarketing Magazine* survey, 1992).

Let's look at your on-hold options again.

Calls on hold with silence (10,000 callers)

52 percent of callers terminated the call.
27 percent estimated their wait at more than 5 minutes.
18 percent estimated it to be more than 3 minutes.

Calls on hold with music (10,000 callers)

13 percent of callers terminated the call
3 percent estimated their hold time to be more than 1 minute.
56 percent of callers estimated their hold time to be less than 1 minute.

Calls on hold with information (10,000 callers)

2 percent of callers terminated the call
1 percent of callers estimated their hold time to be more than 1 minute.
81 percent of callers estimated their hold time to be less than 1 minute.

- Silence – You already know that your callers won't wait very long before they'll hang up, and 30 percent of them will never call you back. This is not an option. And don't think you're not putting your callers on hold very long; the actual average is 55 seconds.
- Local radio station – This is better than nothing but there are several big problems with this choice. Your callers may not like your choice of radio stations, they could (and do) hear your competitor's ads, and you're breaking the law unless you pay licensing fees for "re-broadcasting" the music.
- Music CDs – This really isn't much different than playing the radio when you put callers on hold. Sure they won't hear your competitor's ads, but they might completely despise your choice of music. Plus you're still breaking the law if you don't have a license to broadcast the music through your phone system.
- Generic message – This is progress, but not much. Yes, you eliminate the problems with "legally licensed" music but the fact is most people don't like... and will begin to hate... a generic message that sounds something like "please hold on, your call is very important to us, someone will be with you in just a moment" after they have heard it repeat 14 times. They know it's not true! If their call were so important to you, you'd pick up the phone and take care of them. Face it, we all hate to wait, and we hate even more being told to wait more!
- Tailored message – Now we are getting somewhere. An on-hold message that at least educates your callers about the products and services you offer and other relevant information like hours of operation,

business locations, and what or who to ask for when the phone gets answered is reasonably effective for building business.

- Marketing message – This is where you can blow away the competition by creating a succinct, simple to understand message about how you're specifically better than your competition, and therefore why the caller would be missing the absolute best deal anywhere if they did business with anyone else but you regardless of price. This isn't a "beat your competition up" message, but a plain English explanation about what you do that's better and innovative, as compared to anyone else in your market. Read more about this below.

How To Leverage The Marketing Opportunity Of Your On-Hold Message

Three Huge Misconceptions About On-Hold Messaging

The performance of music over telephone lines is defined as a public performance under U.S. Copyright laws. Accordingly, in order for the performance of copyright protected music to be lawful, the copyright owners or their representatives must license it to the user. AMS Music, BMI, and ASCAP are the three largest representatives for music copyright owners, and they actively enforce the provisions of this law. Copyright infringement fines range from \$500 to \$150,000 a piece.

Misconception #1 – "Music is good enough." Not true at all. Yes, having anything other than dead silence is a step in the right direction but why not take the opportunity while you have that prospect on the phone to tell them something about your business.

Misconceptions #2 – "Just entertain." Also not true. You may want a message that's cute, funny, or clever, but you're still wasting a chance to educate your callers. Besides, despite what you might think, cute, funny, or clever does not sell... it entertains. Do you want to entertain or sell?

Misconception #3 – "Any type of message will work." Not true either. Although it's an improvement to be talking about your business on the message the point here is that ***content is king!*** Don't tell people *what* you sell; tell them why they should buy from you and nobody else.

Don't Waste A Million Dollar Minute With Silence

A single minute of advertising during the Super bowl runs into the millions of dollars. If your average caller is placed on hold for 30 to 60 seconds, it's like having a *free* chance to advertise. Why waste the opportunity? Think of your on hold-message as a tactical marketing tool, just like direct mail, print ads, web sites, or sales scripts. These are tools used to *communicate* information about your business that educate your callers about how you are different, innovative, and better than any of your competitors.

On-Hold Messaging And Marketing Your Business

Remember that all marketing has one and only one purpose – to provide *buying decision facilitating information*. In other words, the role of marketing is to educate your prospects so that by the time they are ready to buy, they will have enough information so that they feel they are in control of their own buying decision... that they can make the best possible buying decision.

Because the role of marketing is to educate your prospects so that they can make the best buying decision, then -

Think of your on-hold message as a part of your overall marketing plan to generate leads, and convert prospects into customers.

...what you say
...how you say it
...and who you say it to

are the keys to effective marketing. Think of your on-hold message as a **tactical marketing** tool, and the content of that message as part of your **strategic marketing** plan.

Bottom line, your on-hold message is an opportunity to educate your prospects and clients. Even if it's only for 30-60 seconds it is a marketing opportunity you paid for. That person is calling because of your marketing and advertising efforts, so don't waste the opportunity.

What Should An On Hold "Marketing" Message Say?

The most effective on-hold message you could create would be one that educates your callers about the problems and frustration people have buying what you sell (i.e., doing business with your industry) and then the specific, unique things you do in your business to overcome these problems and frustrations. In other words, educate your callers as to how to get the best deal buying what you sell!

First, remember that since the caller is calling you, it's as if you've already generated a lead. This means that your on-hold message can concentrate on educating your callers, rather than interrupting and engaging them like an ad or direct mail piece normally does. So the question becomes: "What should you educate them on?" The answer is actually very simple. And remember a qualified on-hold messaging service provider will provide the professional copywriting for you.

If the role of marketing is to facilitate the buying decision, then you want to educate your prospects on what they need or want to know to get the most value for the money they're spending. Here are some questions to think about in order to *craft* what to say in your message:

1. What problems, frustrations, or annoyances does a typical prospect have when buying from someone in your business or industry? What are the biggest concerns people have about getting the best deal for their money when deciding whom to buy from?

2. What do you specifically do in your business to overcome these problems, frustrations, or annoyances? What do you do better or different than any of your competitors to give your clients or customers the best deal, the best value, for the money they spend with you?
3. What should prospects know that they don't about the products or services within your business or industry? What "inside information" would you tell your best friend if you were giving them advice about buying what you sell?

If you can answer these three questions in a short four to six minute on-hold message, you will have a compelling marketing tool to help convert more callers into clients or customers, and to encourage your existing clients buy more from you! And in case you're wondering, all your marketing pieces should focus on your answers to these three questions.

One more thing, *don't* try and do this yourself. To get the best on-hold message, your job as the owner is to provide the information and ideas about your business, and then let the professional copywriters create the right message with the content, image, and pacing to make it effective for your individual business.

Now Make Them An Offer For The Best Deal Ever!

Can you innovate your on hold-message to include an offer to do business with you that is just simply too good to pass up?

Remember, your callers are your prospects, and like all shoppers, they are searching for the best deal. Best deal DOES NOT mean cheapest price. It means best value for the money they're spending!

There is one last component you could add to your message to make it that much more powerful and effective, and that is to *add an offer*. Make your prospects and clients an offer to do business with you that is just simply too good to pass up. Make them an offer that's a "no brainer". That offer could be a discount, a package of products or services, an unbeatable guarantee, or something additional or free. But whatever the offer is, it must be instantly recognizable by your callers as absolutely the best deal anywhere.

By the way, once you've created this type of an on-hold message, you've also started to create content for other marketing pieces for your business. And don't forget to train your staff and employees about the message, what the "educate" information is, and especially what the offer is that you've included on the message. Think about creating a script for receptionist and sales people to follow once they pick up the phone and engage the caller so that they can answer questions about what the caller has heard, and can make the offer again, just in case the caller didn't hear that part of the message.

Leveraging Your Existing Customers

Don't overlook that on-hold messaging is also a potent marketing tool to up sell your existing customers! It costs five to seven times as much money to get new leads as it does to sell to your existing customers (AMA Handbook For

Managing Business To Business Marketing Communications, 1997). In fact, up to 65% of typical business revenue comes from patronage by regular customers (American Management Association study). Not only that, but according to a landmark study done by the National Retail Merchants Association, for every \$100 of anticipated sales there should/could be another \$30 of unanticipated sales if your customers are aware of your other products, services, and/or special offers. Remember, your on-hold message is being delivered to the two very best audiences a business could ever hope to have: prospects who choose to call you, and customers who choose to call you again!

Enhancing Your Business Image

Besides marketing, on-hold messages are also effective at enhancing your business image. Many businesses actually focus more on business image, than on “marketing” in their messaging. This is an important consideration if you want to communicate professionalism, customer service, trust, experience, responsiveness, and other aspects of your business. An experienced service provider will know how to create messages that appropriately depict the image you want callers to experience.

Crafting Each Message

Remember, on-hold time is not radio, TV, or even a promotional CD program that someone can just sit and listen to. Since the average hold time is 55 seconds, and people arbitrarily go in and out of hold, it is very important to separate each thought in your message with a short pause of music. When someone is placed on hold with a long, non-stop verbal message, they may not hear the beginning or an end of any one thought and may have a hard time understanding the information. An experienced service provider will know how to craft your information into easy-to-listen-to messages that have the right pacing, pauses, and content to be effective.

What You Need To Know About On-Hold Message Service Providers

How To Know Who's Good And Who To Avoid

On-hold messaging is a fast growing industry with an estimated worth over a billion dollars per year, and a ton of service providers out there looking for you as a customer. In fact, a *Google* web search for “on hold messaging” yields 499,000 web site hits (2004)! So how do you know who's good, who will give you the best service, who will make the best recommendations on equipment,

and most importantly, who will do the best job crafting a marketing message that separates your business from the competition?

To begin with here's what most reputable service providers do for a new client. First, they'll converse with you and collect information about your business, have you fill out a business questionnaire, or both. They'll ask you about your products and services, hours of operation, your clients or customers, and the type of image you want to present when people call your business. Next, most service providers will offer a variety of services that include equipment setup, start-up message, and message updating. You choose what you need and either use your own equipment, if you have it, or they'll sell, lease, or provide the equipment for you, depending on the service provider and the type of service you choose. Sometimes you install the equipment (which is generally "plug and play" and fairly simple to do), and sometimes they'll do all the setup for you, again, depending on the type of service you've selected. Regardless of how you get set up, your service provider will professionally copy write and record your message. Some service providers have complete in-house capability, including voice talent and recording facilities, while others send out for this service. Regardless, it usually takes anywhere from five to ten business days to get completely setup and running with your own business specific on-hold messaging system.

Here are some details to consider:

There has been a lot of "churn" in the on-hold messaging industry. It is important to evaluate a service provider for stability and long-term experience before considering an engagement.

Vendor credibility – You might be surprised to learn that there is significant "churn" in this industry. Some people get into this business because they know a little bit about making recordings, they're good at tinkering with electronic equipment, and they've read an ad somewhere that says they should "set up shop" for themselves and make a killing selling on-hold messaging. Guess what, most of them don't last very long because there's more to it than just making recordings... a lot more. Like every other business, it takes dedication, experience, and "business know how" to be successful. And the only way you can be successful is if you achieve actual results for your clients.

It's no wonder then that the ***On Hold Message Association***, an international association dedicated to elevating the professional practices of on-hold message providers limits its membership to only those providers that can demonstrate compliance with a strict set of professional practices that a provider can only satisfy with business experience.

Vendor capabilities – There are many capabilities that a service provider may be able to provide. For example, if you want music only, for whatever reason, do they offer the necessary license and set up? Do they offer pre-recorded messages and custom programming? Do they do custom script writing instead of just having you fill out a questionnaire? Do they provide in-house recording and production, or do they send out for these services? Do they have a variety of voice talents available for you to select from and can they make

recommendations appropriate for your message? Can they produce messages in a second language? In addition to on-hold messaging, do they also offer in-store messaging, telephone network messaging (messaging to staff and employees via your phone system), web audio, auto attendant phone systems, or even interactive voice response systems?

You should not select a service provider simply because they do all these things, but rather, because they provide the right capabilities that are the best fit for you individual business needs. Not all qualified vendors provide all of these services, nor do they need to in order to be the best qualified for your business needs. But you should have an idea of a provider's services and capabilities before you hire them for your on-hold messaging needs.

Voice Talent – Almost all established on-hold messaging providers advertise that they have great voice talent - usually a combination of male and female voices. For larger companies these people are on staff, and for smaller companies, one or two people may be on staff, and the other voice talents are independents under sub-contract agreement. Here's what you need to know about voice talent. After giving input about the image you want to project for your business, let your service provider match the best talent to the message. When voice talent is picked just to be cute or entertaining you'll be missing an opportunity to leverage the marketing aspects of your message. In other words, entertaining them for 30-60 seconds is better than nothing, but educating them as to why they should buy from you is always better. So when it comes to voice talent let the professional match the best type of voice to the marketing message of your business. For example, choose a strong confident voice if your business is financial services, verses a softer voice if you are a restaurant, and so on. But always remember, the content of your message is more important than anything else.

Equipment – The industry is constantly evolving when it comes to messaging equipment, and as a result, you have many choices. First, keep in mind that some service providers offer a selection of equipment, and then let you choose what you want, while others don't and if you hire them you'll use what they install. There are really no significant pros and cons either way. Some providers may offer several different message units based on features. This allows cost conscious businesses to go the budget route if they are just getting started, and then work up as their business needs evolve. Other providers work with just one type of message unit, and that's what they'll install if you hire them. Of course if this is the case, that service provider thoroughly knows the equipment and all of its features and can maximize its use to get the best results possible for your business.

Messaging equipment started out as endless loop tapes. Tape units are inexpensive but their sound quality is questionable, require maintenance, and the tapes wear out. Most service providers will not use or recommend this equipment. Other media offer far superior results. Also, don't confuse endless

The most important part of an on hold message is the content – not the length, not the voice talent, not whether it's on tape, CD, or digital download, and not really what it costs!

What are you saying in that message that will educate callers as to why and how you are absolutely the best deal in town, and why they would be a complete fool to do business with anyone else but you, regardless of price?

Effective on-hold messages separate your business from the competition by educating your prospects about the buying decision. This is incredibly powerful marketing because your competitors don't do this!

tape units with new equipment where the message is provided on a cassette tape but downloaded to a digital flash memory card.

Newer media includes CD, smart cards, and information chips. Just as with tapes, for CDs and smart cards the message must be produced, recorded, and then mailed to you to put into the machine. This can add about three days to the process of getting the recording on to your machine.

Lastly, there are “remote load ” messaging units where the message is sent by the provider to you over the phone line, or web connection, and is automatically loaded to your machine for you. The biggest advantages for this type of unit is that the provider can upload your messages for you, and do it as soon as its produced – you don’t have to wait for the mail and then install it yourself. This latest generation of remote download systems also offers the flexibility of scheduling “on” and “off” of individual messages without downloading a new message each time. This feature is very useful for time sensitive information.

Telephone systems - Regarding your telephone system, most multi-line business phone systems built within the last fifteen years have a receptacle for attaching music on-hold (same as message on hold) sound equipment. If you have a single line phone, or an older phone system that does not have this input receptacle you can usually purchase an inexpensive line adapter allowing you to attach message on-hold equipment. Some service providers include the *feature phone adapter* at no extra charge.

What To Look For In An On-Hold Messaging Service Provider

#1 - How Long Have They Been In The Business?

Look for a service provider that has at least a two, preferably three years of experience working with clients, developing effective messages, and providing timely customer service. Also, avoid part-time consultants and only engage with a full-time professional.

#2 – Is The Provider A Member Of The *On-Hold Messaging Association*?

OHMA is a non-profit industry association dedicated to elevating the professional ethics, practices, and standards of on-hold messaging service providers. As such, OHMA has established high professional criteria for membership into the association. Members must have five years of experience (or if less they must provide a verifiable client list of references), and they must be a full service provider. Adherence to these standards is an indication that

the service provider has the experience and knowledge to deliver the results and service you expect. Members in good standing can show proof of their adherence to these standards. Ask to see their OHMA seal of membership!

#3 – What Is Their Business Structure?

You want to work with a service provider that is an actual business, either as a corporation, LLC, partnership, or sole proprietor holding a current business license. If you are considering a part-time consultant, remember that there is more to on-hold messaging than just making a recording.

Questions To Ask Before Hiring An On-Hold Message Provider

*#1 – How long have they been
in business?*

*#2 – Are they a member of the
On Hold Messaging
Association?*

*#3 – What is their business
structure?*

*#4 – What is their background
and experience?*

*#5 – Do they understand the
marketing potential of on-hold
messaging?*

*#6 – Will they consult with your
business?*

*#7 – What are their company
resources?*

#8 – Are they franchised?

*#9 – How are productions
delivered, and how long does it
take?*

*#10 – How do they warranty
the equipment and guarantee
their services?*

#4 – What Is Their Background And Experience?

There are many competent service providers who have developed strong experience in the field but who originally started out in another related aspect of the industry such as recording and production work, marketing, business consulting, communications, public relations, advertising, customer relations, electronic media, etc. However, be cautious about engaging a service provider who is new to the business, has little related experience, and comes from a completely unrelated field.

#5 – Do They Understand The Marketing Potential Of On-Hold Messaging, And Can They Create Messages That Actually Market My Business?

This aspect of on-hold messaging cannot be overstated. Having any type of message is better than nothing, but the most effective message you could possibly have is one that educates your callers as to why you are the best and obvious choice to do business with, regardless of price.

#6 – Will They Consult With My Business?

Think of competent on-hold messaging service provider as a business consultant. Their role in helping your business become more effective and profitable goes well beyond “cutting” messages. What will they specifically do to evaluate your current business needs and customer expectations in order to create effective marketing content for your messages?

#7 – What Are Their Company Resources?

There is nothing wrong with hiring an independent consultant who subcontracts out for talent and production, to develop and install your on-hold messaging

system. But if the service provider does not have these capabilities or resources in house, what do they specifically do to ensure timely delivery and guarantee of results?

#8 – Are They A *Business Opportunity* Looking To Make Money?

In the past many people started up in this industry as a business opportunity to make easy money. This is a major reason for so many turnovers in the industry. Too many people thought this was an easy business, when in fact it is a professional practice that requires expertise and dedication. If the service provider you are considering “got into the business because it seemed like a good idea” you should probably look carefully at their years of experience, and always check multiple client references.

#9 – How Are Productions Delivered?

Does the service provider deliver productions by hard media (such as cassettes, CDs or smart cards), or do they use remote equipment whereby productions are directly downloaded? Keep in mind that there is absolutely nothing wrong with whichever media you provider uses or recommends. This consideration simply involves setting expectations about how messages will be produced and delivered to you. You’ll want to know how long it takes to get new messages, how messages are installed, who does the installation, and how easy will it be if you want to do a lot of updating to your message. And don’t forget, no reputable service provider will make a recording without your written approval.

#10 – How Do They Warranty The Equipment And Guarantee Their Services?

Whether the service provider is selling, leasing, or providing the equipment, who will maintain it, who will service it if there is a problem, and who will pay for service or replacement if there is a problem? Treat this like any other electronic equipment purchase – review copies of warranties and/or service agreement before agreeing to a contract. This is critical because downtime is silence! Look for a service provider that guarantees a turn-around time for equipment replacement upon failure. This will eliminate you having to deal with replacement hassles and reduce your downtime to a minimum.

Regarding the service provider, a reputable professional will always stand behind their services and do whatever it takes to satisfy each and every client. A service provider’s pledge of professional service can always be verified through client references. The bottom line is that the service provider must be dedicated to achieving the results you expect from the service.

On-Hold Marketing Message Worksheet

The information you provide from this worksheet can help your on-hold message provider develop ideas and content for an on-hold messaging program specifically tailored for your business or organization.

(Please copy, fill-out, and fax this form to Message On Hold at 208-978-9221)

Name Of Business/Organization: _____ Contact: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Product or service offered: _____

Hours of operation: _____

What image do you want your business/organization to project? _____

What is unique about your business/organization? _____

What do you want callers to know about your business/organization that they might not know? _____

Do you have any information or special offers available now, or planned for the future? _____

What else do you think would be important or interesting for callers to hear about? _____

Are there any changes in your business/organization at different times of the year (seasonal hours of operation, specials, etc.)? _____

**What Do You Want
Your Callers To Hear
When You Put Them
On Hold...?**

