

Why does my business need on-hold messaging?

If you've ever called a business, been put on-hold and subjected to the sounds of silence – you've probably wondered if you were still connected. Statistics show that callers will hang up within 40 seconds and most of them won't call back. Our Marketing Messages On-Hold let you 'hold on' to your callers and inform them in the process.

What's wrong with playing the radio or CDs on my phone?

Not having Marketing Messages On-Hold could be an expensive exercise for your business. Did you know that using radios and CDs over your phone system can make you liable for penalties of up to \$4000 because it breaches the Copyright Act? And playing the radio to waiting callers isn't such a good idea anyway ... imagine playing one of your competitor's ads to a waiting caller.

Can I use my company's jingle on-hold?

You sure can, providing your contract with the composer/jingle producer allows for on-hold use. We suggest you re-read that jingle contract to be sure, or it may incur additional charges from the jingle company. When it comes to using any music on your on-hold system making sure it's non-intrusive is critical – after all, it's the message that "sells" not the music.

What should an on-hold message say about my business?

Never assume that everybody who calls your business knows all about you and what you do. Fortunately our copywriting gurus have done this countless times and are great at creating customised scripts that reflect your business personality and talk to your customers in ways that matter most to them. We'll condense your marketing material into concise information-packed messages to wow your callers with the benefits of your products and services.

How much time and effort will it take?

We know you're time poor, that's why we effectively do everything for you. Of course we do need you to have some input when it counts ... like completing the initial production brief and approving the script before we go to production. But you'll discover we go out of our way to make the entire process quick, easy and hassle-free.

How do I progress?

We'll start by working through a production brief with you, a straightforward document that helps identify the vital points we need to work into your messages – like your mission, points of difference, product and service range, value adding services, as well as details that will change on a regular basis. It's also helpful if you provide copies of your marketing collateral for us to review before we start scripting. We can craft the script entirely from your input – or we can provide some input of our own. The choice is yours.

Do I need special equipment and software?

No. Our service is not hardwired to any particular hardware or software. But we know our stuff when it comes to technology and understand you want us to make life as easy as possible for you. That's why we only give you two choices rather than bamboozling you with science – you can either play your on-hold via your computer or we supply a disc for you to run in a standard CD player plugged into your phone system.

Can I choose the actual voice for my on-hold masterpiece?

You can trust to our professionalism to make an appropriate choice of the type of voice, the gender and music selection for your production. However, if you have a very particular idea of what you want we will do our best to oblige ... within reason. Good phone voice talent doesn't grow on trees you know!