



## **On Hold Messages – The Best-Kept Secret in Marketing**

Most people agree that silence is not what their customers should listen to on hold. But if that's where your on-hold strategy ends, your business is missing out on a huge opportunity. On-hold marketing messages are the most cost-effective tool in your advertising arsenal. And with a little planning and creativity, you can speak to your callers—your captive audience—in a way that's as effective as it is affordable.

Because many businesses are hesitant to admit that they sometimes have to place customers on hold, on-hold messaging has a negative connotation. Consider this: if you prefer not to put customers on hold, what could your business gain by improving customers' on-hold experience? You could rely on a more generic message, such as "Thank you for your patience. Your call is important to us. Someone will be with you right away."

Or, you could use your customers' time on-hold to give them valuable information they need to know. Almost every business can benefit from on-hold messages, even if the message campaign is not based on selling information. Because the caller has already contacted you, they've demonstrated their interest in your services. You don't have to "sell" them on the benefits of the company they've called, and can use that opportunity to share valuable tips, inform them of new products and services and more.

On-hold messages can focus on customer service topics, or even facts and statistics that are entertaining and informative. Remember that you have a captive—and usually agreeable—audience. With that in mind, the on-hold opportunities are as diverse as your clientele is large.

### **The Top 5 On-Hold Messaging Secrets**

- You have America's largest captive audience...they're on hold, they're listening!
- You have a targeted demographic and can be assured that virtually every person placed on hold is someone you want to talk to.
- Direct mail gets ignored and radio and TV ads go out to thousands of people who may never have a need for your service.
- You can promote specials easily. Try using a feature like "When we return to the line, ask us about our (discount on tire rotation and oil changes). You'll be surprised by how many people are listening!
- You can entertain potential and existing clients while you educate them on your company. Promote the "I didn't know you did that!" aspects of your business. Up-sell!

Ready to get started on your on-hold message campaign? It's very easy. Just give us a little information about your business—even samples of your existing marketing pieces—and Muzak's team of copywriters, voice talent and production experts will produce your custom message and ship it right out! To try it free, go to <http://solutions.muzak.com/VoiceSample>.



## **Understand Your On-Hold Options**

Many people consider adding music to their on-hold experience, but quickly realize that they can create customized marketing messages to help grow their business—for virtually the same cost as music on hold.

Just like you, your business has a personality. While on-hold messages can let your callers know about your store hours, location and products, they can also help express your brand personality and reputation. As an example, let's say your business is an art supply store. You may want to consider:

- A dialogue between two artists, discussing the merits of buying their supplies there instead of at the competition
- An artistic message, complete with sound effects, which would put the caller in a "creative" frame of mind
- Points of instruction or motivation
- A message from the owner, wherein you speak about why art matters to them

Since your caller has already shown their initial interest in your art store by calling the number, you can use their time on-hold to affirm their decision. Callers largely know the "what". Give them the "why"!

Your business has a unique story to tell. And, like any great piece of art, sometimes it's the story that makes a business resonate in the mind of a consumer. Every restaurant boasts of friendly service and fresh ingredients. Every banker wants to be your "friend in the business". Why not use your on-hold messages to show potential customers what makes you unique? The results will be unforgettable.

**For more information on Muzak Voice On Hold solutions, call 866 MUZAK04 (866 689.2504) or visit us online at <http://www.voice.muzak.com/contact>.**