



On-Hold By the Numbers

If you're like most businesses, you spend a lot of money trying to get customers to call, but very little is spent on handling the call once it is received. 94% of all marketing budgets are spent on inducing a customer to call, while only 6% is spent on handling the call once it is received (Inbound Telephone Call Center). An intelligent on-hold strategy is a cost-effective way to support your other advertising initiatives.

They are calling...

- Executives spend 15 minutes a day or 68 hours a year on hold. (USA Today)
- The average person will spend 1.2 years on hold. (Woman's World Magazine)
- 41% of consumers have initiated a purchase over the phone in the last year. (American Teleservices Association)
- On average, seven out of ten callers are placed on hold. (Inbound/Outbound)

They hate to wait...

- Customers left on hold without any background music felt that a 30-second on-hold call actually lasted 90 seconds. Furthermore, customers thought a 30-second on-hold call that used music on-hold lasted only 15 seconds. (AT&T)
- When callers get on-hold Messaging versus silence or a radio commercial they stay on hold longer, and are less agitated. (Jefferson Denneandrus Research)
- Without messages or music nearly 60% of business callers placed on-hold will hang up - almost 30% of these callers won't call back. (CNN)
- Callers stay on the line up to 25% longer when provided with on-hold messaging versus "dead air" or "background music" and up to 17% longer than radio. (Infomax, Inc.)

But they WILL listen...

- 88% of callers surveyed want to hear product information on hold and will stay on the line longer if provided with this information; roughly 20% said that they have purchased additional products based on information they heard while on hold. (Sales & Marketing Management)
- 88% of callers preferred on-hold Messages to other hold options, and 16% made purchases based on an on-hold offer. (MaxiMarketing)

Radio, TV, print and direct mail are great advertising options, but your message goes ignored or unnoticed most of the time. Muzak Voice On Hold gives you the power to connect with your target audience 100% of the time. After all, they called you!