

“NO more dreaded silence to your callers”



**Less Phone Hang-ups
&
More Sales
with the right
Telephone On Hold System for your Business**



Revision: 22

What are on hold messages?

Used for some time now by larger companies, Custom On Hold Messages have been commonplace for informing, educating and entertaining callers that are placed on hold within a business call environment. Research has proven that Custom On Hold Messages increase the time a caller will stay on the line, while also triggering interest in response to what they have heard.

Custom On Hold Messages are only now starting to be more prevalent in the business community, due to the fact that the technology required is more readily available and the benefits of such systems are more widely understood.

This document aims to give you further understanding about on hold messages, equipment options and reasons why all businesses placing callers on hold should pro-actively consider a Customised On hold System.

The legalities of playing music or the radio to your business callers...

Many businesses are currently playing either a commercially released CD on repeat or playing their local radio station down the phone line to callers on hold. Fundamentally it's a quick and cheap solution compared to silence, however there are improved ways to capitalise on this hold time. Playing your local radio station on hold often results in your callers hearing less suitable and unpredictable music, many announcer talk breaks and plenty of advertisements - even your direct competitors!

Additionally there are broadcast and artist governing bodies who charge license fees for the right to publicly play the radio, music or your favourite singer's CD to your callers while they are on hold.

From a telephone on hold point of view, these bodies calculate this cost predominantly based on how many incoming phone lines you have in your business. Typically fees can range from \$100 to in excess of \$1000+ every year.

There are also copyright, licensing & re-broadcast constraints regarding your business playing commercially released music CDs and the radio.

Recordings provided by your on hold company should cover the specific licensed usage for your business, eliminating any legal requirement to pay any further ongoing fees to any regulatory body.

Evolved Sound ensures that your on hold messages produced are license free.

Why Customise On Hold Messages for my business?

Customised On Hold Messages & Music advertising is the most affordable and efficiently targeted marketing tool available today. Every customer contact is highly pre-qualified because the customer has initiated the contact. It's a sales opportunity that no business can afford to ignore!

- It's advertising. It has impact.
- It's no less important than your other advertising avenues.
- It's your image on the line!
- You only get one chance to make a good first impression!

Custom On Hold Messages - The Key Facts

- 70% of business callers are put on hold.
- 60% of business callers that are put on hold to silence hang-up.
- 30% of these callers don't call back!
- 88% of your business callers prefer professionally produced and personalised on hold messages and will actually listen to what your messages have to say.
- 16% of business callers make purchases based on the on hold messages they were listening to.
- 94% of the average marketing / advertising budget is spent getting people to call a business, however only 6% of that budget is spent for on-hold marketing. They call you because of your campaign, and then tend to hang up if left to silence!
- Costs spent on your telephone on hold system are fully tax deductible.

“If you have been on hold to unpleasant sounds or even silence in the past, I am sure you can relate to some of these experiences...its all human nature”

I am only interested in playing music to my callers, can I do this?

Evolved Sound appreciates that spoken messages doesn't suit all businesses. If you fall into this category, you should also have the option to purchase a Music Only On Hold package instead. You should be able to purchase music titles on a CD or pre-loaded into a digital on hold system as a complete package. Music titles offered should also be license free, so your business won't be required to pay any additional fees to regulatory bodies.

What should I be looking for in my new on hold system?

If the on hold system doesn't have the following key attributes listed below, money will not be spent wisely and the optimal advantages of such a system will not be reached.

Key Features Your New Telephone On System Must Have

1. Personalised Customised Messages / Music

Your business should have the ability to choose the music and type of voice that records your scripted custom messages. You should also expect full assistance from Evolved Sound in writing your scripts, ensuring your messages have great impact to your callers.

2. Technically Advanced

This goes without saying. Systems running out-dated tape technology or an analog system with moving parts should not be purchased. The equipment used to play your on hold messages must be fully digital with no moving parts. If there is a power failure, the system should restart automatically without your involvement. This will ensure maximum reliability, while also offering your business flexible message updating options. On hold messaging technology has come a long way, and there is no reason why you should settle for second best!

3. Package / Purchase Options

Your business should also have the option to have periodical message updates. For example 2, 4, 6 or 12 on hold message updates per year. Bare in mind, your business and products / services do change over time, so a minimum allowance of on hold updates should be opted for – in accordance with your other marketing initiatives. If you have the same callers that are regularly on hold, then it is critical (in the interest of the caller) that your messages remain fresh and constantly changing over time.

Stale and outdated messages can easily have the reverse effect!

Only commit to a package where you will be receiving your full return on investment. Lease or 'Contract' options can be cost saving, particularly when the package includes a fixed amount of updates per year and system all packaged together. If you are looking at several On Hold Messaging companies, it is important to understand all your options, ALL costs and beware of hidden fees commonly overlooked at the initial sale level. At the end of the day, some companies out there will construe the facts and do anything to have you sign a contract that benefits them much more than you!

Evolved Sound has no hidden fees or underhanded tactics. You are in good hands.

4. Compatibility

Equipment options should also be fully compatible with the phone system your business is currently running. You don't only need an advanced multi-line phone system to put callers on hold. With new technology there are now ways you can still achieve this with a single line business phone.



“How much do you value your callers while they are on hold”

Your On Hold Message Recording service should include assistance with:

- Message scripting.
- Suitable voice and music selection.
- Digital recording to your requirements.

The messages scripted & recording should be in accordance with your business, customer relationship, advertising and marketing goals. Many businesses can find it hard to get the ball rolling in writing appropriate messages. This is why Evolved Sound will be able to come up with all key scripting ideas including:

- Run company promotions.
- Answer frequently asked questions.
- Provide seasonal greetings.
- Promote new products and services.
- Advise change of contact details.
- Provide administrative information.
- Thank clients for their patronage.
- Highlight recent company achievements.
- Introduce staff members.
- General hints / tips relating to your target market.
- Present some testimonials from other customers.
- Provide inspiration in your own special way.
- Clearly differentiate yourself to your competitors.

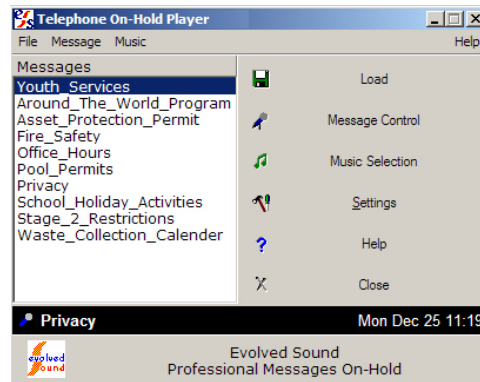
The possibilities are only limited by your imagination!

What are the equipment options?

These are some examples of telephone on hold equipment options. Either of these options would suit your business depending on your current setup, budget, level of IT expertise within your organisation and intended message updating cycle.



Compact Flash On Hold System



Software On Hold System



Network On Hold System

Your business can also take advantage of the following options to update your announcements:

- Update your messages by replacing the cartridge.
- Have updates emailed or provided for electronic download.
- Have Evolved Sound upload directly to the system, for complete managed administration.

A new on hold system for your business is no different to any other transaction:

- 1: Do adequate research and ask as many questions as necessary.
- 2: Define your specific requirements and obtain expert recommendations.
- 3: Collate all your pricing and options that closely relate to your requirements.
4. You now have the knowledge to make the right decision to benefit your callers and your business long term!
- 5: Its time to make it happen and Good Luck.

Evolved Sound creatively uses digital sound and the latest technology to increase the:

- Marketability
- Impact
- Professionalism
- Sales
- ...and Ultimately the Profitability of organizations globally!

Contact us today to discover which telephone on hold system and custom messages or music package will suit best.

Phone: 1300 78 4440

Fax: 03 8612 3619

www.evolvedsound.com.au

