

Message On Hold

Educate a Captive Audience Using Direct Marketing



The difference between the next sale and a lost deal over the phone is approximately 32 seconds. Studies have shown that more than half of all callers that are placed on hold will hang up during that time and approximately a quarter of them will contact the competition. In today's fast-paced business world, being put on hold is a standard operating practice. Instead of playing a tired radio cast, why not inform customers of a new product or upcoming event? Message on hold gives businesses the unique opportunity to inform, motivate and educate their captive audience, and make excellent use of their time. Message on hold can serve as one of the most effective direct marketing products you can deploy to inform customers more about your products and services.



Benefits of Message On-Hold

- ✓ Increase sales revenues
- ✓ Enhance company image
- ✓ Strengthen customer relations
- ✓ Cross-sell additional products and services
- ✓ Introduce new products, service, and promotions
- ✓ Promote special seasonal events
- ✓ Increase customer retention while reducing hang up rate
- ✓ Reinforce and campaign
- ✓ Inform, educate and motivate your callers on hold



Use for Promotions

- ✓ New and existing products and services
- ✓ Sales or specials
- ✓ Little known products
- ✓ Guarantees and warranties
- ✓ "800" or "888" numbers
- ✓ Upcoming contests



Use for Announcements

- ✓ Office Hours
- ✓ Change of address
- ✓ Directions
- ✓ Phone, fax, and website contact information
- ✓ Opening of a new location
- ✓ Billing, insurance and shipping information



Other Uses

- ✓ Public service announcements
- ✓ Special message from the president
- ✓ Thank customers for their patronage
- ✓ Recent recognition or awards received