



Marketing on Hold

An entertaining & informative alternative for your customers

Even in the age of the internet a large percentage of business is taken over the telephone – 94% of marketing budgets are spent on getting people to call – only 6% is spent on handling these calls professionally.

Did you know?

- Over 70% of business calls are placed on hold or transferred
- 90% of callers will hang up if held in silence for over 40 seconds – and 34% will not call back
- Around 20% of callers make a purchase if they hear an offer that interests them
- Most calls are put on hold for 30 seconds – plenty of time to get a marketing message across!

What do your callers hear when they are on hold or being transferred? Are you maximising this one-time opportunity to inform, to impress... to sell?

Our on hold solution comprises a digital On Hold Player and a professionally scripted and voiced On Hold Programme. Messages can be regularly updated in-line with the changing marketing needs of your business.

How it works – it couldn't be simpler

- Our script-writers take a brief from you, and when signed-off, our studio creates a professionally voiced message programme mixed over great music; to inform your callers all about your business
- The messages can be changed once, twice or four times per annum, to prevent callers from 'tuning out' and to keep the content fresh and relevant
- New messages will be emailed to you as they are required
- We will install a special player to your phone system to play the messages back to your callers
- Messages are stored and loaded from your PC by USB drive

How your business benefits

- Entertain phone callers and sound more professional
- Up-sell and cross-sell
- Automate service problem announcements
- Drive-up website traffic
- Answer frequently asked questions
- Reduce call abandonment rates
- Meet regulatory obligations
- Improve image & brand awareness



Marketing on Hold

Professionally created music & messages

Solution Overview



datasharp



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