

Messages on Hold

Sell more and project a professional image.

Did you know that 70 percent of calls are placed on hold and with silence 60 percent hang up in less than a minute. Of those callers, 30 percent will never call back. With a customized Message on Hold you will increase caller retention and reduce abandonment by up to 40 percent. And, we make it easy for you to achieve these results.

Telovations makes it simple for you to customize your On Hold Messages and Auto Attendant Messages with high quality, professional productions. In just three easy steps you will be on your way to increased call retention and caller inquiries about your products and services.

With one point of contact, your communications solution is complete. Professionally written and recorded Messages on Hold and Auto Attendant Messages present a unified image to your customers. And, they seamlessly integrate with your other Telovations applications such as Auto Attendant and Call Center.

Messages on Hold Features:

- ◆ Professionally written and recorded messages
- ◆ Streamlined process, one vendor for all of your communications needs
- ◆ Customize your On Hold and Auto Attendant messages and present a unified image

Messages on Hold Benefits:

- ◆ Inform, educate and motivate listeners
- ◆ Promote products and services
- ◆ Offer a “talking newsletter”
- ◆ Build brand awareness
- ◆ Enhance company image
- ◆ Cross sell
- ◆ Reach a captive audience

Proven Results:

- ◆ Messages on Hold increase caller retention 2 minutes
- ◆ Reduce caller abandonment by up to 40%
- ◆ Increase caller inquiries by 15%
- ◆ Directly increase sales by 12%

On Hold Facts:

- ◆ 70% of all calls are placed on hold
- ◆ With silence, 60% hang up in less than a minute
- ◆ 30% of those callers will never call back
- ◆ Consumers spend over 200 hours a year on hold



Increase sales with Customized Messages on Hold

Statistics courtesy of CNN, AT&T, Teleconnect Magazine, Sales & Marketing Magazine