

Educate, persuade and inform your callers while they're on-hold using **ON-HOLD MARKETING**

On-Hold Marketing can turn your silence into sales and give your business an additional avenue for customer engagement. By making sure your company's interactions with customers and clients are properly handled so that you make a good impression. We all know that's not always easy, so let's start with the phone call.

Phone calls are one critical area of customer interaction: a badly handled call or confusion navigation may turn your potential customer away. Engage your phone customers in a positive way even during the moments when they are idle, such as when you put them on hold or when they are interacting with automated voice response systems.

Hold Time Generates Sales

No one wants to put callers on hold; after all, you've just spent precious marketing dollars getting that person to call! In fact, almost 70% of business calls are placed on hold. What do customers listen to while they're waiting on hold?

Improve the quality of your customer's telephone experience! And, take advantage of a valuable marketing opportunity at the same time.

IT'S EASY

Order today and your on-hold package can get started right away while our script writers work with you to create the perfect script. Our services work with all digital business phone systems as well as VoIP applications including: PBX, Cisco, Avaya... and more.

IT'S EFFECTIVE

Press your on-hold button with confidence knowing your caller is being informed and entertained and getting the kind of customer service you strive to achieve — great music and custom marketing messages that educate and cross-sell your products and services while they hold. No more silence, no radio static, no bad music, no annoying beep. Let us set up the perfect plan for you today.

YOU HAVE A CAPTIVE AUDIENCE

Turning on-hold time into marketing time is one of the smartest business decisions you can make — it's an opportunity to impress, an opportunity to advertise your business, an opportunity to ensure caller satisfaction. And a happy customer is the key to increased profits.

EVERY CALL COUNTS

Hang-ups are costly! Let callers know that their call is important; that you're happy to serve them momentarily. Statistics show that callers wait on-hold up to 70% longer when they hear interesting educational, product and service info.

PROMOTE A POSITIVE COMPANY IMAGE

When callers hear a customized on-hold greeting, they're more likely to feel reassured they've called a capable operation.



740-275-7737

info@EPC360.org
EPC360.org/on-hold-marketing



Don't forget that the time spent transferring from a receptionist or auto attendant, to an extension or voicemail, is on-hold time, too. A few seconds, or a few minutes, it's precious time to ensure your caller remains on the line, interested in your business.

OUR COMPLETE PACKAGE INCLUDES



THE RIGHT MUSIC

Music has a very powerful impact on a caller's perception of your business. Our professionally created music also includes all required legal licensing.



THE PERFECT VOICE

Female or male, calming, cheery or educational, our pool of professional voice talents will reflect your company image to perfection.



CUSTOM SCRIPTS

Our team of experienced writers craft scripts that will engage your callers and provide a pleasant, informative on-hold experience.



EXCELLENT SUPPORT

From consultation to production, our team will exceed your expectations to put the power of on-hold marketing to work for you.



PLAYBACK OPTIONS

Mp4 and .wav files in any file format for VoIP & PBX systems are included in our custom packages.



PROFESSIONAL VOICEMAIL

The solution that ensures a positive caller experience when navigating your phone menus, voicemail, auto attendant or IVR greetings.

Keep your messages consistent with custom Corporate Greetings, Voicemail and Auto Attendants

Already subscribe to our services for your on-hold messages? For a professional and seamless caller experience, let our professional voice talent record your voicemail messages, company greetings or menu tree too. You'll be surprised at how little it costs to create a professional welcome message.

Whether your system needs a day and night message, a voicemail menu, or you have a complex system that navigates callers through a large number of options (such as updating accounts, ordering services and paying bills), the goal is to ensure menu options are efficient and easy to follow; simple and familiar.

Start the call right with Auto Attendant?

Incoming calls are answered automatically by the phone system. Based on the system's capabilities, the caller is then able to choose from a menu of options, key in individual extensions, or leave a voice message.



Ask us how your custom on-hold messages can be converted to radio ad spots or separate audio files for any of your online media outlets.

Did you know...

- ▶ Most callers placed on "silent hold" estimated their on-hold time to be *more than double the actual time*.
- ▶ Most callers preferred on hold messages versus silence.
- ▶ Almost half of first-time callers who hang up do not call back.
- ▶ According to industry statistics, 70% of all business calls are placed on hold for an average of 43 to 60 seconds – that's hundreds of hours of valuable advertising time each year.
- ▶ Take advantage of hold line advertising potential – just 43 seconds is almost a full radio commercial – make it yours!
- ▶ Advertising budgets are almost exclusively geared towards enticing potential customers to call their businesses. Make sure the experience is professional.
- ▶ Businesses experience an increase in requests for additional products and services mentioned on hold.

Silence is *not always* golden.



BRAND BUILDING

Keeping consistent content along with that the same sound and feel for all of the information that your current and potential customers and receive is critical.



REMOTE SERVER ADMINISTRATION

Do you need regular updates? With remote administration, your updates can be immediate. Just let us know what changes you need and we'll do the rest.



AUDIO FILE INSTALLATION

Not a techie? We'll help you from production to installation and updates as you need them, giving you the freedom to focus on your business.



24/7 CUSTOMER SERVICE

Your success is our success. We're always only a call or click away.



Not sure where to start?

Just give us a call – we can help!



740-275-7737

601 E. CARSON STREET
PITTSBURGH, PA 15203

EPC360.ORG

EPC360 is an
official trade name of

Elite Pro
COACHING