



Educate a Captive Audience Using Direct Marketing

Message on Hold

Inform, Motivate and Educate Your Customers

About 32 seconds differentiates the next sale from a lost deal over the phone. Studies have shown that more than half of all callers 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, services or 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 Announcements

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

Use For Promotions

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

Other Uses

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

A World Of Possibilities

Message on Hold is one of many solutions Alternate Access provides to ensure that businesses take advantage of communication technologies to increase sales opportunities, enhance customer loyalty and reduce overall cost of operations. Visit our website to learn more about our product offerings.