



TELEPHONE INTERACTIVE COMMUNICATIONS

### Did You Know?

- Professionally recorded messages can keep callers on hold up to 25% longer than dead air.
- Of Surveyed callers, 88% preferred message recordings to all other on hold options.
- On the average, 70% of business callers are put on hold, 60% of those put on hold hang up, and 30% of those who hang up don't call back.
- Callers will remain on hold 17% longer with professionally recorded programs than they will with radio and jingles. Straight radio commercials produce even higher hang up rates than are produced by silence on hold.
- 'Coliday On Hold' programs produce better product or service information listener recall than any other type of traditional advertising message.
- 15% of surveyed on hold callers made purchases based on information in an on hold program.
- 18% of all callers put on hold without a 'Coliday On Hold' message will hang up and never call back.

### **Also Available :**

**Telephone Interactive Programming for Business, Home or Personal Message Centers and CD ROM.**

### Why is 'Coliday on Hold' for Me?

'Coliday On Hold' replaces dead silence, radio or piped music with legally licensed music interspersed with information about your business. Messages can be as simple as directions, store hours or a detailed description of services offered, sales specials, and holiday promotions. All with a choice of male or female narration and music. Every production is recorded in our in-house digital facility and not sent out to a third party. In today's world of business 'Coliday on Hold' is one of the most powerful and affordable marketing tools available and your business deserves it.

### What kind of Message is Right for me?

We offer three kinds of productions to choose from:

- **Basic**
- **Personalized**
- **Customized**

**Basic Service.** Prerecorded music and a "Thank you for calling" message greet your on-hold callers.

**Personalized Service.** To fit the needs of your business, a standard script is personalized for you. Strategically placed in the production, is your company's name. You select a male or female narrator and choice of music.

**Customized Service.** An original script is designed to outline the services or specials you want your callers to know about. Then, choose from a variety of female or male voice talent and music suited to express the image of your company.

### Do I Write My Own Script?

No, all you need to do is provide us with material on your company. The basic information is provided by you. Just send us a brochure, or any current information on advertising or marketing campaigns about your company which describe your services. You edit and approve the scripts before production begins. Simply mail the information, fax or phone it to us - we'll handle the rest.

### What Type of Music and Narrators are Available?

There is a complete library of licensed music available. The categories include classical, country, rock, easy listening, pop, Industrial, holiday and contemporary piano. You can choose a male or female narrator from our voice talent pool.

### COH Production Information:

We work directly with you to fulfill your particular needs. The information can be changed according to the package selected by you, up to 4, 6 or 12 times per year. Length of programs will vary depending on your average hold time, and will be determined by the 'Coliday On Hold' production staff and you. Your commercial messages are created exclusively for you by our staff of experienced copywriters.

### COH Audio Playback Units:

We offer digital & cassette tape playback devices that are compatible with just about any phone system.

### What if I want Something Different?

We can create a custom script for you. Although many clients like and often choose a conservative 'Coliday On Hold' message, we can produce a program with a comedy or entertainment slant, or even a high energy marketing message. Our award winning production staff can even write original music for your message.

The possibilities are endless....



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