

Music on Hold

excell[®]
people. technology. innovation.



Keep your callers entertained and informed whilst they're waiting to be connected

70% of business callers are placed on hold or transferred - of those, 90% will hang up after 40 seconds if confronted with silence, and 34% of callers who hang up, will not call back...

Why lose those callers by confronting them with silence when it's so easy and affordable to install Music on Hold? In short, Music on Hold from Excell keeps your callers entertained and informed whilst they're waiting to be connected. Whatever you say, whether it's your latest company news, information about a current promotion or just basic contact details, Music on Hold can say it in a style that suits you.

With award-winning Copywriters, Sound Producers and Voiceover Artists we offer bespoke Music on Hold and audio marketing services that perfectly represent your brand. Simply logon to our portal, choose your background music, voiceover style and enter the details of your script - your Music on Hold will then be sent to you, ready to be plugged into your telephone system.

Our simple to use portal:

- Enhances your corporate image
- Generates revenue
- Means you don't need a second chance to make a first impression
- Psychologically reduces hold time
- Introduces new products and services
- Enables cross-marketing
- Informs customers about your company (address, website etc)
- Improves customer relationships
- Reduces caller 'hang-ups'

"This is the easy-to-use and affordable Music on Hold option"



How do you get the most out of Music on Hold?

To get the most out of Music on Hold follow our handy tips:

- Change your music frequently
- Match music to your customer profile
- Choose music to reflect and reinforce the image you want for your company
- Use music to make your company stand out
- Don't cut costs with your telephone image

Just because your on hold music might not cross your mind very often, don't fool yourself into thinking that it doesn't cross your customers' minds - especially if they get stuck on hold for any length of time.

With a little initiative, you can transform your Music on Hold into an experience that is as profitable to your bottom line as it is pleasing to your customers' ears.

How do I get started?

To set up your Music on Hold, simply visit www.telephonemessage.co.uk and follow the on-screen instructions

Want more information?

- Call us on 0800 1 959 959
- Email us on enquiries@excellgroup.com
- Visit www.excellgroup.com/portfolio/voice/music-on-hold

