

# HANG-UPS MEAN LOST SALES



## THE STATS

- ✓ Most Callers with silence on hold will hang-up in less than a minute and 34% will not call back.
- ✓ 7 out of 10 business calls are placed on hold and the average hold time is 38 seconds.
- ✓ Callers prefer to hear on hold messages and 20% made an additional purchase based on what they heard.



## Put us **On-Hold** and increase sales!



An On-Hold Concept will engage your callers, effectively shorten the perceived wait time, and allow you an opportunity to cross-promote your products and services and increase sales. From today's music to creatively written advertising messages read by top ranked voice talents, On-Hold Concepts will unleash the marketing power of your phone system.

## The **Benefits** of working with On-Hold Concepts

- ❖ Your on hold service includes all content creation, copywriting voice talent, music and music licensing.
- ❖ We set-up and maintain your new advertising tool and proactively provide updates of fresh copy and music quarterly. All designed to increase your sales.
- ❖ We know phone systems and will provide the file type or on hold device that fits your needs.
- ❖ Your personal account manager will oversee your account to ensure your satisfaction and foster a long-term relationship.

