

Keep Your Callers

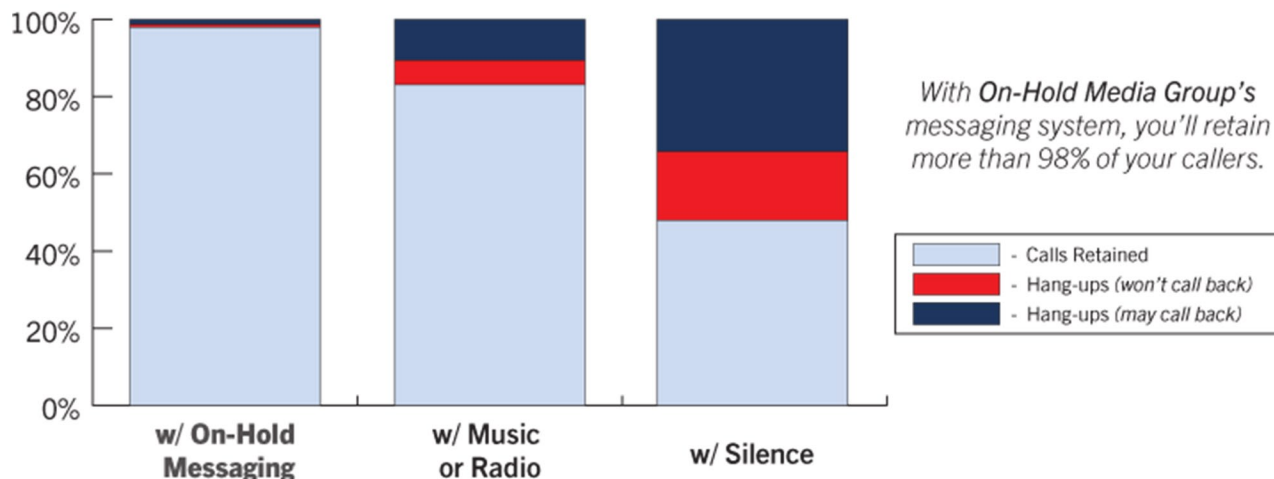


If you're not already using on-hold messaging, you could be losing customers... and opportunities

Consider:

- 7 out of 10 callers are placed on hold for an average wait time of 45 seconds.
- Messages on hold reduce caller hang ups by up to 80%.
- Callers are willing to spend up to 35% more time on hold with on-hold messaging.
- 34% of callers who hang up while holding will not call back.
- 16-20% of callers made a purchase when exposed to an on-hold offer.
- 95% of all marketing budgets are spent to induce people to call, but many companies don't focus on marketing once the call is made.

Calls Retained, Missed, Lost



What Else Can On-Hold Messaging Do For You?

- ✓ Convey a Professional Company Image
- ✓ Educate & Inform Your Customers
- ✓ Cross-Sell Products & Services
- ✓ Drive New Sales & Promotions
- ✓ Promote Increased Website Traffic
- ✓ Announce Holiday Hours & Events

And So Much More...



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