

Try the marketing system that turns  
callers into lifelong customers.

**easyonHold**<sup>®</sup>  
the music on hold experts™

# What's on your hold button?

## **Silence?**

70% of all business callers get placed on hold. When left in silence, 60% hang up after just one minute. 30% of them never call back! Your callers often interpret silence as a hang up—so *they* hang up. Once that happens, they're likely to go somewhere else.

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## **Radio?**

With radio, you're letting other businesses—even your competitors—advertise on *your* phones to your customers! And by the way, did you know it's illegal to play the radio on hold?\*

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## **Just Music?**

Playing music tracks on hold does not help grow your business like custom on hold messaging will. Music is best used to enhance your company image and set the tone for your messages. It's just one part of a strategic on hold content solution.

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## **Out Of Date Messages?**

Call your own office and ask to be placed on hold. Does your current message reflect your brand image? Does it sound stale or out-of-date? With Easy On Hold®, your messages get *updated automatically* using our new hands-free cloud-based system.

\*Rebroadcast of music from a radio station constitutes a performance that without proper licensing is a violation of copyright laws.

# Make the wait great™ with Easy On Hold.®

## **Reduce hang-ups, build your brand and grow your bottom line.**

By this time next week, your callers can be hearing custom, *targeted marketing messages* about your products and services. Ideal for promotions, seasonal offers and other important information.

## **Take control of what your callers hear.**

Relax. We'll make sure the right message is getting through.

Easy On Hold does all the work—custom scripts, professional voices and great licensed music delivered right into your phone system for one low monthly fee.

**“Easy On Hold® has always been an important  
part of our marketing strategy.”**

— Jim Wood, Maverick Express  
Easy On Hold customer since 1997

# Statistically Speaking

On average, **7** out of **10** callers are placed **on hold**.

**94%** of all marketing budgets are spent on persuading a customer to **call**, but only **6%** is spent on **managing the call** with on hold services.

**26%** of callers **made a purchase** based on what they heard while on hold.

**53%** of callers who are placed on hold in **silence** perceive their hold time to be at least **twice as long** as it actually is.

A typical business will place callers on hold for an average of **30** **minutes each day**.

Sources include: AT&T, USA Today, American Teleservices Association, Inbound/Outbound Magazine, Jefferson Denneandrus Group, MaxiMarketing Corp., Infomax, Inc., Woman's World, Voice Response, Inc., On Hold Messaging Association.

# Easy & Affordable Packages

All packages include equipment and all creative services (scriptwriting, announcers and music). Plus, smart scheduling so we can start and stop your content automatically—perfect for time-sensitive, targeted marketing!

Each message is a custom 4-minute production, written about your products and services, featuring nationally known voiceover talent and exciting music from our extensive licensed library.

## Unlimited Messages

Change your message as often as weekly, without touching any equipment. **Special announcements start and stop on specific dates for maximum impact.**

### Ideal for businesses with:

- Frequent promotions
- Seasonal and holiday pushes
- Frequent repeat callers
- Call center

## Quarterly Messages

One 4-minute message to get started, then 3 more during the year, **plus a free holiday on hold production.**

### Ideal for businesses with:

- Occasional promotions
- Seasonal and holiday pushes
- Frequent repeat callers
- Special holiday hours

## Two Messages

One 4-minute message to get started, then 1 more during the year, **plus a free holiday on hold production.**

### Ideal for businesses with:

- Little or no change in products/services
- Special holiday hours

# How It Works

From our studio, right into your phones.

## Our Production

In 3 days, we create a custom, 4-minute on hold recording about your company, to your satisfaction.



## Our Player

Your custom recording is loaded onto a player via the internet. That player is connected to your phone system. The player is included with your package at no extra charge. You can install it yourself, or request our installation service.



## Your Phones

Press the hold button from any phone in your office and callers hear your message—it's always on, 24/7.



# Let's talk about **you.**

You've got a captive audience, waiting to do business with you.  
Use that hold time to improve your bottom line.

Promotions

Sales

New Products, Services

Visit Our Website

Financing Offers

Seasonal Tips

Product Usage Tips

Did You Know

Staff Expertise

Holiday Hours

Like Us On Facebook

Discounts

Location & Hours

Awards

FAQs

Mission Statement

Locally Owned

New Employees

## Try these tips for your scripts

- Use our experienced writers. Every message on hold script is customized to your specifications.
- Choose just a few topics each month for focus—and results.
- Prompt callers to take action.

# Customer Comments



## Effective Marketing

"Easy On Hold is a key component of our marketing effort. It's been very effective in improving our patients' understanding of how to use our office."

*Kurt Kuppler, Advanced Cardiac Healthcare, Kalamazoo*



## Revenues Have Increased

"We have seen loan volume increase threefold since adding Easy On Hold. We need to target our spending to make the most of our marketing resources."

*Brad Warner, Fairless Credit Union, Morrisville, PA*



## Helps Answer Questions

"As much as we would like to answer every member's call, we just can't, so the hold time helps answer many of their questions while they're waiting, or tells them about a promotion they didn't know about."

*Joli Hensley, First Community Federal Credit Union, Parchment*



## Pays For Itself

"Easy On Hold pays for itself—season pass purchases have shot way up because fans hear about it on the on hold message. Changing messages is easy and quick."

*Kevin Langford, IT Mgr., Toronto Argonauts Football Club, Canada*



Join the thousands of businesses using Easy On Hold<sup>®</sup> custom message on hold solutions.



# Q & A

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## Will it work with my phones?

Yes. Our system works with any phones with 2 or more lines.

## Do I write the scripts?

Easy On Hold™ provides seasoned script writers to create scripts based on your ideas, your website or a brochure. Some clients prefer to write their own scripts, and that's okay.

## Is music included with the scripts?

Yes. Licensed music from our extensive library is included with every production.

## Do we record the production ourselves?

No. Our nationally recognized male and female voiceover talents record your scripts from the Easy On Hold® state-of-the-art studio.

## Do the fees cover all of the creative work and equipment?

Yes. It is an all-inclusive fee. You have us "on retainer" to get the message on hold content you need. Scripts, voices, music.

## How does the production get on my phones?

We deliver the approved production right into your on hold player via the internet. The on hold player will be connected to your phones.

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## What about after-hours phone greetings?

Your phone system may have a voice mail or automated attendant greeting. Our professional voices can be recorded for these phone prompts, or we can call it in to your phone system if necessary. Note: automated attendant is not the same as messages-on-hold, which are only heard when your hold button is pressed.

## Can I choose spanish language recordings?

Many of our clients around the world use multiple-language recordings for both messages-on-hold and automated attendant greetings. Multilingual translations and voice recordings are quoted on a case-by-case basis.

## Can I play music in my store or office?

Yes. Easy On Hold® is an authorized reseller for **MOOD: Music®**, the world's largest background and in-store music provider. As an independent dealer, we can develop a cost-saving, effective background music program, with or without overhead announcements.

## Will I need to hire an installer?

Most of our customers install the music and message on hold system themselves, or have an in-house I.T. department. For on-site installation, we will recommend a qualified professional in your area.

## What kind of ongoing support is available?

If you should ever need technical help or assistance with your on hold system, you may call our toll-free phone number during business hours or complete an online technical support request at <http://easyonhold.com/support>.



Easy On Hold® is an established international message on hold production company that works with top Fortune 100 firms, medium-sized businesses and small companies, all with the same goal: Maximize the power of on hold marketing to inform and motivate callers to do more business.

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