



# Streaming Messages On Hold

## QUICK FACTS



### What is Easy On Hold's Streaming Messages On Hold Service?

Easy On Hold provides 24/7 streaming audio (similar to a customized Pandora channel) playing music and announcements scripted and recorded specifically to inspire your callers while they wait on hold at your business.

### Messages On Hold Facts



- On average, 7 out of 10 callers experience "hold time".
- Callers left in silence may think they have been disconnected.
- Music must be licensed if played over a telephone system.
- 85% of callers prefer information while waiting on hold, as opposed to silence or just music.
- 16% of callers have made a purchase based on information they heard on hold.

### Why Streaming?



- Streaming is today's on-demand delivery system for audio. Some phone systems can "listen" to a live audio stream, replacing troublesome equipment and the hassle of handling media or audio files.
- All changes are heard instantly on the live stream.
- High quality audio can be delivered without taxing internet connections.
- Changes to content can be made without interrupting the audio callers hear on hold.
- There is no need for technicians or staff to handle audio files or upload to a VOIP system.
- The audio plays continually, rather than starting at the same point for every caller on hold, delivering a variety of information and reducing burn-out.

### Why Easy On Hold



- Fast production turn-around time: 3 business days on scripts and audio.
- Online customer portal allows you to log in, monitor your stream, view and edit scripts.
- Thousands of great-sounding music backgrounds under license for your use.
- Day-part announcements such as, "good morning" and day-specific announcements easily managed.
- Professional staff of music on hold experts that care deeply about your satisfaction.
- Completely programmable message on hold scheduling. Start and stop dates for announcements provide marketing opportunities.

## A Sample Of Streaming Message On Hold Annual Plans

Plans include free use of streaming music on hold player, if needed. No set-up fee. No deposit. 12 month minimum. Multiple locations require additional licensing fees. Need more or fewer updates? Talk to us about a custom quote.

### Starter

400-word script to get started. Additional 400-word update later, when needed. Incorporate short day-part greetings (good morning, good afternoon) at no additional cost. Each topic has its own music theme. This plan is used by industrial and manufacturing firms, small professional offices, logistics companies and businesses that do little marketing.

### Anytime Plan

Update any time, as needed. Reinforce current marketing plans with frequent updates and time-sensitive announcements. Use strong call-to-action messages with specific ending dates. Unique music backgrounds for each topic. This is a great plan for credit unions, retail, seasonal, auto dealers, salons, restaurants, fitness centers and businesses with promotions and events.