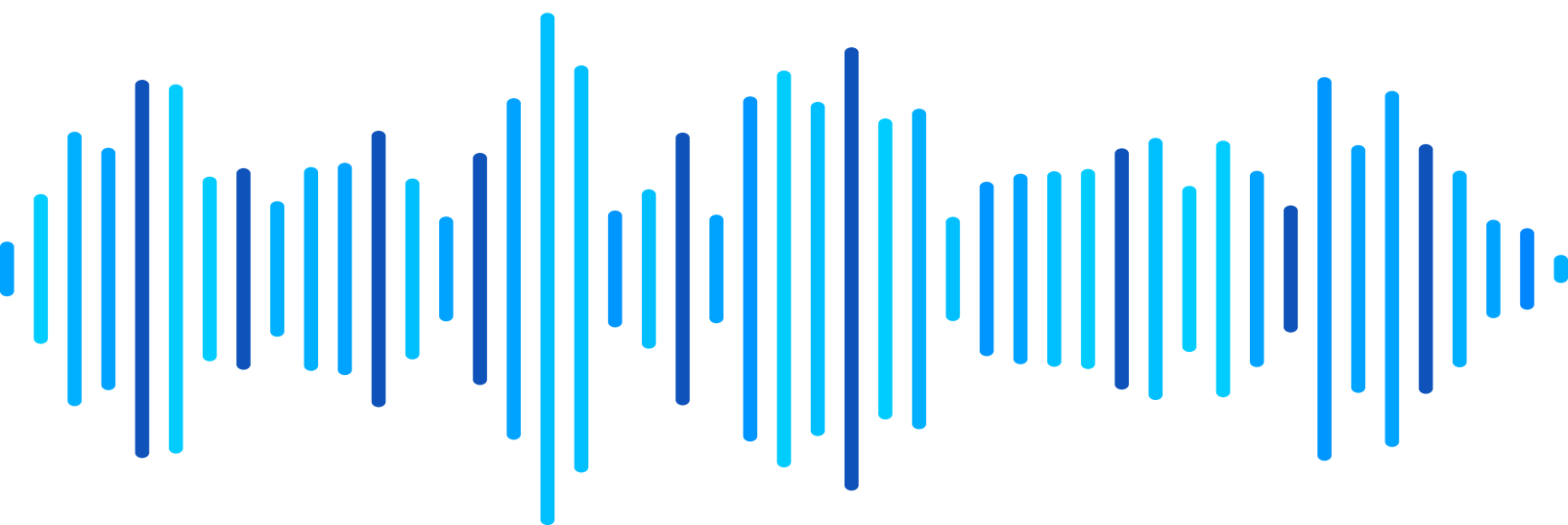




IMPLEMENTATION & OPERATIONS GUIDE

The Easy On Hold[®] Genesys Cloud Queue & Hold Music App

Automated Audio Management for In-Queue and Agent Hold Experiences



EOH Genesys Cloud Queue & Hold Music App

A Smarter Way to Manage Caller Audio in Genesys Cloud

The Easy On Hold® Genesys Cloud Queue & Hold Music App automates the creation, scheduling, preparation, and ongoing synchronization of music and messages used during the Genesys Cloud caller experience.

Instead of repeatedly creating audio files, uploading them to Genesys Cloud, updating prompts, and managing time-sensitive messaging by hand, organizations manage their audio through the Easy On Hold® Content Control Center™. The EOH App evaluates that content, builds the appropriate audio program, and updates the Genesys Cloud prompts already referenced by the customer's Architect flows and hold-audio configuration.

Genesys Cloud remains responsible for call routing, queues, Architect flows, and playback. Easy On Hold manages the changing audio content behind those experiences.

Genesys Still Runs Your Contact Center

The Easy On Hold App does not replace Genesys Cloud or take over your routing, queues, or Architect environment.

Genesys Cloud Manages	Easy On Hold® Manages
Architect Flows	Music & Message Creation
Queue Behavior	Content Scheduling
Call Routing	Topic Shuffle & Sequencing
Agent Interactions	File Assembly
Platform Administration	Audio Formatting
Queue Alignment	Regular Content Refreshes

How the EOH Genesys Cloud App Works

It begins in the EOH Portal, the Content Control Center™

At the heart of the solution is the Easy On Hold® Content Control Center™, where messages, music, schedules, and content deployment are managed.

Individual messages or music elements can each be controlled independently. Scheduling options include:

- Start Date
- Stop Date
- Time of Day to Play
- Days of the Week to Play
- Queue or destination assignment
- Immediate on/off control

This allows seasonal, promotional, informational, and operational content to enter and leave service automatically, without requiring a Genesys administrator to make a corresponding change each time.

Fight Fraud Programming [X]

☒ Active

Start Date: [Calendar icon]

Stop Date: [Calendar icon]

Time of Day to Start: [Clock icon]

Time of Day to Stop: [Clock icon]

Choose days of the week for this topic to play

☒ Sun ☒ Mon ☒ Tues ☒ Wed ☒ Thur ☒ Fri ☒ Sat

Set the priority

☐ Low ☒ Med ☐ High

Choose which stream this topic will play on.

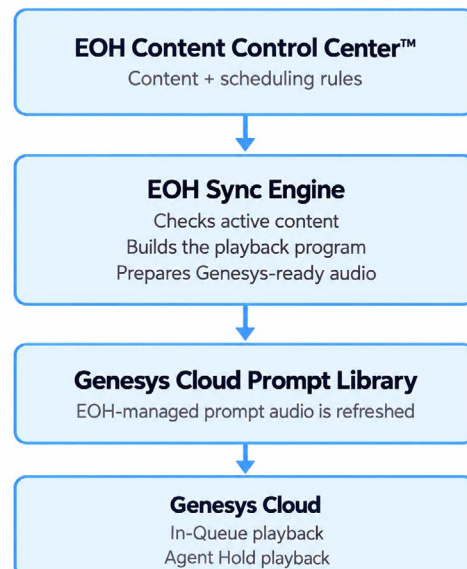
☒ Group: Oncology & Reception ☒ Oncology

What Gets Updated

Easy On Hold® **does not continually rewrite** the customer's Architect flows.

Once Genesys Cloud references the appropriate EOH-managed prompt, routine content updates occur by **refreshing the audio contained in that prompt.**

The operating model



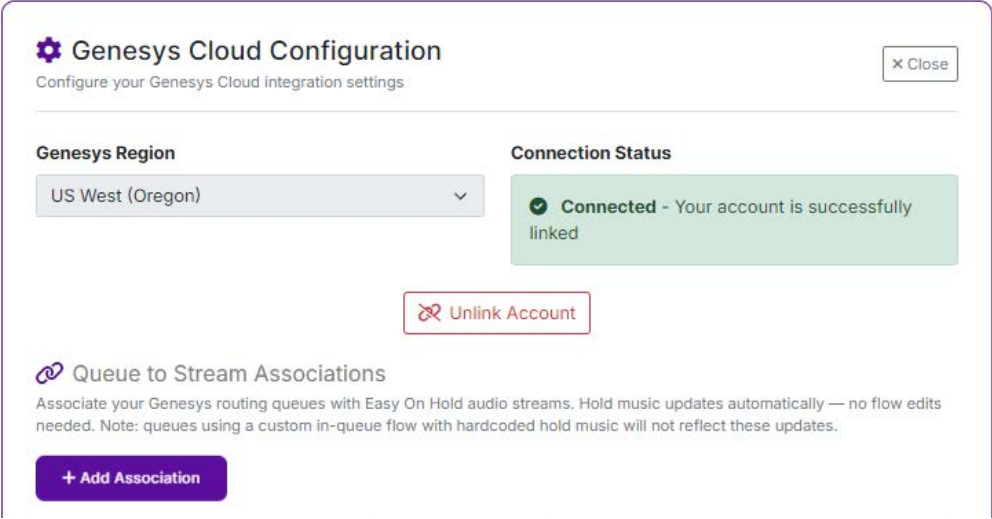
One-Time Genesys Cloud Configuration

Initial implementation requires cooperation between Easy On Hold® and a Genesys Cloud administrator.

1. A Genesys Cloud administrator with the appropriate Architect and queue permissions authorizes the Easy On Hold® application.
2. Easy On Hold® and the customer identify the queues and caller experiences that will use EOH-managed audio.
3. The app discovers the Genesys queues, and the customer associates those queues with the appropriate Easy On Hold content.
4. A one-time Architect configuration is completed for the applicable In-Queue Flow.
5. After setup, routine audio changes are handled through Easy On Hold rather than repeated Genesys edits.

Recommended Service Account

A dedicated Genesys Cloud service account is recommended where organizational security policy permits one. This provides continuity if the individual administrator who initially authorized the application changes responsibilities, leaves the organization, or is otherwise unavailable.



The screenshot displays the 'Genesys Cloud Configuration' window. At the top left is a gear icon and the title 'Genesys Cloud Configuration'. Below the title is the subtitle 'Configure your Genesys Cloud integration settings'. A 'Close' button is in the top right corner. The main content area is divided into two sections. The left section, titled 'Genesys Region', features a dropdown menu currently set to 'US West (Oregon)'. The right section, titled 'Connection Status', shows a green checkmark icon followed by the text 'Connected - Your account is successfully linked'. Below these sections is a red button with a crossed-out link icon and the text 'Unlink Account'. At the bottom, there is a section titled 'Queue to Stream Associations' with a link icon. It contains the text: 'Associate your Genesys routing queues with Easy On Hold audio streams. Hold music updates automatically — no flow edits needed. Note: queues using a custom in-queue flow with hardcoded hold music will not reflect these updates.' Below this text is a purple button labeled '+ Add Association'.

Once authorized through the Easy On Hold user portal, the app will detect the Genesys queues.

App Configuration

For Agent Hold Music

1. Click **Add Association** and select **Queue - Agent Hold**.
2. Select the Easy On Hold **stream** for that queue and click Save.

This determines what callers hear when an agent places them on hold.

For In-Queue Music

1. Create the association

- Click **Add Association** and select **In-Queue Flow—Wait Music**.
- Select the Easy On Hold stream and click Save.

2. Configure the Architect flow

- Open the applicable flow in Genesys Architect.
- Add **Find User Prompt** (Toolbox → Find).
- Set **User Prompt Name** to the prompt name supplied after saving the association.
- Set **User Prompt Result** to a variable such as `Flow.EohHoldPrompt`

3. Add the Hold Music Action

- On the **Found** path, add **Hold Music**.
- Switch the Hold Music field to an expression and use the prompt variable.
- Set **Play Style** to **Play for duration**
- On the **Not Found** path, add your normal hold audio as a fallback.
- **Publish** the flow. Routine audio updates should not require another publish.

+ Add Queue Association

Where should this stream play?

☒ Queue – agent hold music
What callers hear when an agent puts them on hold. We set this up for you.

☐ In-queue flow – wait music
What callers hear while they wait for an agent. Requires one setup step in Genesys.

Genesys Queue

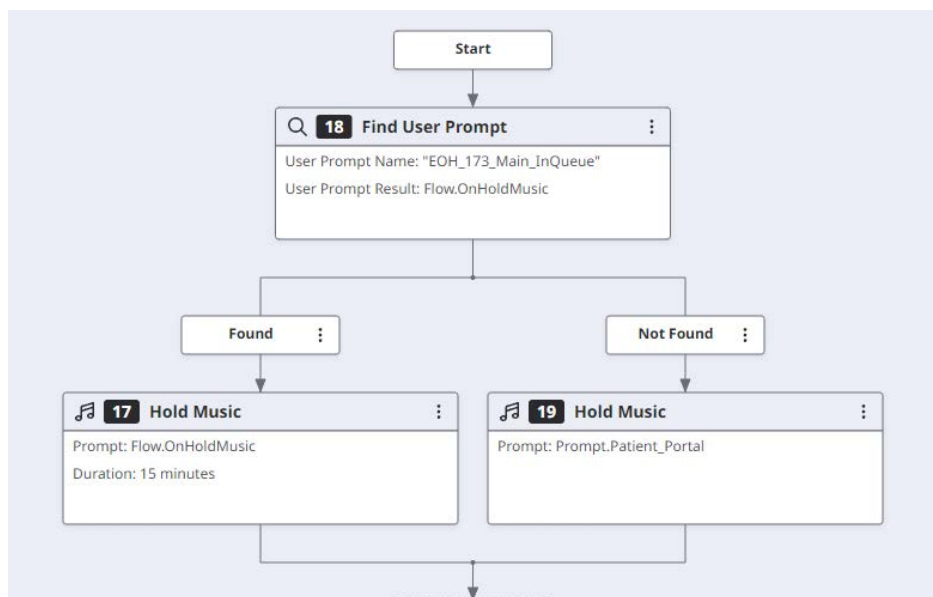
EOH Test Queue

Stream

Main

Cancel Save

Queue-to-stream association in the Easy On Hold portal.



Genesys Architect flow using Find User Prompt with Found and Not Found paths.

Configuration Notes & Safeguards

A few configuration details help keep the integration reliable, flexible, and easy to maintain over time.

Why Find User Prompt Matters

Do not select the prompt directly in the Hold Music action. Genesys includes the selected prompt when the flow is published, which can leave that audio unchanged until the flow is published again. Using Find User Prompt allows the flow to retrieve the current EOH-managed prompt so the audio can continue to update automatically.

Use a queue-specific In-Queue Flow. If you modify your organization's default In-Queue Flow, every queue using that default could begin playing the same Easy On Hold content.

Fallback Audio Protects the Caller Experience

On the Not Found path, use a normal Genesys Hold Music action with your usual audio. If the EOH-managed prompt cannot be found, callers still hear audio rather than silence.

Flexible Queue Assignments

Different Easy On Hold® streams can be assigned to different queues, or the same stream can be used across multiple queues. This makes it possible to support different departments, locations, languages, or caller experiences from the same Easy On Hold account.

Routine Updates Do Not Require Republishing

Once the flow is configured correctly, routine music and message changes are handled by refreshing the EOH-managed prompt. The Genesys flow does not need to be republished each time content changes.

Automated Content Management

At each synchronization interval, the Easy On Hold® App performs an automated content-management cycle.

1. Review the available messages and music assigned to the applicable EOH caller experience.
2. Evaluate the scheduling rules for each content element.
3. Determine which content is valid for the current date and time.
4. Randomly arrange eligible content.
5. Assemble the eligible content into a single audio file, up to approximately 10 minutes long.
6. Prepare the resulting audio in the format required by Genesys Cloud.
7. Upload the program to the applicable EOH-managed Genesys prompt, replacing the previous audio.
8. Repeat the process according to the customer's selected synchronization interval.

Easy On Hold® will set a synchronization cadence ranging from once per hour to once per day, depending on customer preference.

This approach brings much of the scheduling flexibility traditionally associated with live-streamed EOH services into an environment that uses managed audio prompts.

Queue Inversion Logic

A caller may hear audio while waiting in queue and then, after speaking with an agent, be placed on hold. Without additional logic, the caller could immediately hear the same topics again.

The EOH Genesys App helps prevent that.

If the selected topics for the In-Queue experience are assembled as:

A → B → C → D → E → F

the Agent Hold version is assembled in reverse order:

F → E → D → C → B → A

By reversing the topic sequence between the two experiences, the likelihood that callers immediately hear the same content again is reduced.

Why Automate Caller Audio in Genesys Cloud

Genesys Cloud does a great job of managing calls, queues, and routing. But the audio callers hear while they wait is often handled more like a one-time setup: choose a music file or prompt, place it in the flow, and move on.

That works, but it also makes the caller experience harder to keep fresh.

A single recording can become repetitive. Seasonal messages can stay in place longer than intended. Promotions and service updates mean another file change. And those updates often land on an IT or contact center administrator, even though the content itself may really belong to marketing, communications, or operations.

The Easy On Hold® Genesys Cloud App makes that process easier by separating content management from contact center administration. Marketing and communications teams can keep messaging current, while the technical team continues to manage Genesys Cloud, queues, routing, and flows.



Genesys manages the contact center.
Easy On Hold® manages the caller audio experience.

Once the integration is configured, the EOH App can:

- Automatically refresh In-Queue and Agent Hold audio
- Schedule content by date or day of week
- Remove expired messages automatically
- Create more variety in the order callers hear topics
- Assign different content to different queues or caller experiences
- Prepare audio in the format required by Genesys Cloud
- Update approved content without repeated Architect flow edits
- Deploy new or urgent messaging quickly

Key Functional Advantages

The EOH Genesys Cloud App automates everything involved in queue and hold audio, ensuring callers always hear the right message at the right time.

Automated Audio Delivery

- Automatically refreshes audio throughout the day, pushing updates into Genesys Cloud.
- No one in IT ever needs to check formats, upload files, or remove old content.
- Eliminates outdated messaging

Dynamic Playlists & Variation

- Shuffles messages and music every hour to eliminate caller fatigue.
- Ensures every call feels fresh and different.
- Queue audio and agent-hold audio are automatically reversed to create variation.

Customized Audio per Group

- Supports different music and messaging for different queues.
- Plays unique music tracks per call queue.
- Ideal for organizations with diverse branding needs.

Advanced Scheduling allows marketing teams to set:

- Start and stop dates
- Day-of-week scheduling
- Seasonal and promotional content

Daily Greetings

- Day-specific greetings feel current
- "Hope you're having a great Tuesday!"

Dynamic Weather by AccuWeather®

- Callers hear real-time weather updates from a trusted source.
- Updates hourly.

EOH AI Studio Integration

- Instant voice + music content creation.
- AI-generated messages load automatically—no waiting for production.
- Rapid deployment for urgent announcements.

Content Licensing + Compliance

- EOH handles music licensing, voice rights, and usage compliance for all audio.

Practical Use Cases

1. Seasonal Messaging

Put Campaigns on a Schedule

Schedule holiday information, seasonal promotions, enrollment periods, event messaging, or other time-sensitive content in advance. Start and stop dates allow the content to enter and leave the caller experience automatically, reducing the chance that yesterday's promotion is still playing tomorrow.

2. Music-Only Experiences

More Variety Without More Work

A queue does not have to use spoken messages. Easy On Hold® can also manage music-only experiences, refreshing the program periodically so repeat callers are less likely to hear the same sequence from call to call. Music can be selected to fit the organization's brand, including professionally licensed music and Easy On Hold CoverTunes™.

3. Immediate & Operational Messaging

Communicate Quickly When Things Change

Closures, service interruptions, changed procedures, unexpected demand, or other operational updates sometimes need to reach callers quickly. Easy On Hold® AI Studio can help create a professional voice message in minutes, with optional music, and place it into the normal content-management workflow.

4. Weather-Aware Messaging

Automatic Information Based on Current Conditions

With Easy On Hold's AccuWeather® integration, organizations can incorporate current weather information and forecasts into their caller experience, with updates refreshed hourly.

This can be particularly useful for organizations where weather affects daily operations, including municipalities, schools and universities, golf courses, resorts, hotels, and travel-related businesses.

5. Creative Brand Reinforcement

Your Brand Has a Sound, Too

The caller experience is another place where customers encounter your brand. Music, voice, message style, and content can work together to create an experience that feels consistent with the organization rather than sounding like generic telephone hold music.

Need more precise time-of-day messaging? Higher-frequency synchronization options can support applications such as morning, afternoon, or other daypart-specific content.

What's Now Possible in Genesys Cloud

Capabilities Not Previously Available Within Genesys Cloud

Caller audio has long been treated as a set-and-forget component of business communications. In many organizations, marketing assumes the phone system is managed by IT, while IT has little interest in taking on the ongoing work of producing, formatting, uploading, and replacing audio files. The result can be detrimental. Caller audio receives little attention and rarely changes, leading to repetitive experiences, caller frustration, hang-ups, and missed business opportunities.

The Easy On Hold® Genesys Cloud Queue & Hold Music App changes that by separating content management from contact center administration. After a one-time setup, marketing and communications teams can keep messaging current through the Easy On Hold® content management portal, while IT continues to manage Genesys Cloud queues, routing, and flows.

Contact us to take the app for a test drive.

Easy On Hold®
easyonhold.com
1-888-798-HOLD

