



# 13 Essential Best Practices For Messages On Hold

Create amazing customer experiences that inform and impress your callers.

<https://easynhold.com>



- 1 Use the human voice**
- 2 Create on hold messages as individual topics**
- 3 Be relevant**
- 4 50 words or less**
- 5 Use a call-to-action**
- 6 Use randomization and daily message scheduling**
- 7 Vary the lengths of each on hold message**
- 8 Don't tell callers they're on hold**
- 9 Don't tell callers they're important, demonstrate it**
- 10 No apology needed**
- 11 Always have a plan to change the on hold messages**
- 12 Use a service that alerts you when content is getting old**
- 13 For long hold times, play music that makes people happy**