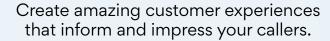
13 Essential Best Practices For Messages On Hold





https://easyonhold.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