

Using audio files for messages on hold?

▶ Here's what you need to know.

Your communications platform provider has informed you that the new phone system only supports audio files for music/messages on hold. Before Easy On Hold can provide the necessary audio, we need some additional information. Here are **seven essential questions for your platform provider**.



What audio format is required? Common audio formats include MP3, uLaw (WAV), and PCM (WAV). For WAV files, it may be important to specify the bit rate, such as 8-bit or 16-bit.



Can more than one file be used? If possible, use a playlist with multiple audio files, each focused on a single topic or message. Over time, you can delete outdated files while others continue to play.



Does the file play from the beginning every time a call is placed on hold? If so, every caller will hear the same part of the audio file each time they're placed on hold. To avoid burnout, change the audio file frequently. Alternatively, find out if the platform can shuffle multiple audio files.



Who will be responsible for uploading music files? The person tasked with loading and changing audio files on your platform can be someone from your team, a support representative from your provider, or the Easy On Hold Production Department. Too often, the job of updating the on-hold audio is undefined, leading to outdated messages.



Is there a limit to the size or length of the audio file? Some platforms limit audio files by length (e.g., up to 5 minutes) and others by file size (e.g., 10MB). This is important to know before preparing the audio.



When will callers hear the music? It's important to know if the music will play during transfer (queue), park, or hold, as there can be differences. This information may impact the content you want recorded and conveyed.



Can your platform stream on-hold audio? Streaming on-hold audio, introduced by Easy On Hold in 2013, offers a dynamic and easy-to-control playback system for communicating with callers on hold. Some platform providers may prefer audio files without considering the benefits of streaming. Think of it as your own internet radio station, delivering always-fresh, timed messages that impress callers and enhance your business. It's best to ask about streaming capabilities.

