



A Smarter Way to Personalize the Webex Caller Experience

The Easy On Hold® Webex Calling App

In this report you will learn how the Easy On Hold® (EOH) Webex Calling App automates scheduling, variety, and audio management for **Queue Music** and **Hold Music** in **Cisco Webex Calling**.



Reimagining the Webex Caller Experience

Many Webex customers rely on the platform's default on-hold music and pre-recorded "thank you for holding" messages. We understand. Webex Calling makes it easy to get up and running quickly, and for many organizations, the default experience is simply the most efficient starting point.

Over time, however, that path can carry unintended consequences.

Generic default music and repetitive audio files can generate caller friction, particularly as customer expectations continue to rise. What once felt acceptable can begin to feel impersonal, predictable, or disconnected from the brand on the other end of the line.

Now imagine an on-hold audio experience that reassures callers, reinforces brand identity, and delivers variety and value with every call. An experience that feels intentional, current, and professional, but without requiring additional effort from IT, marketing, or operations.

The Easy On Hold® (EOH) Webex Calling App reduces operational complexity and delivers timely, effective voiced messages and music that change constantly.



The Challenge

Build an automated system for scheduling and delivering on-hold messages and music that works continuously behind the scenes with almost no human intervention.

And, rather than requiring teams to manually create, upload, and change audio files, manage everything in a simple online portal.

What Can the EOH Webex Calling App Do?

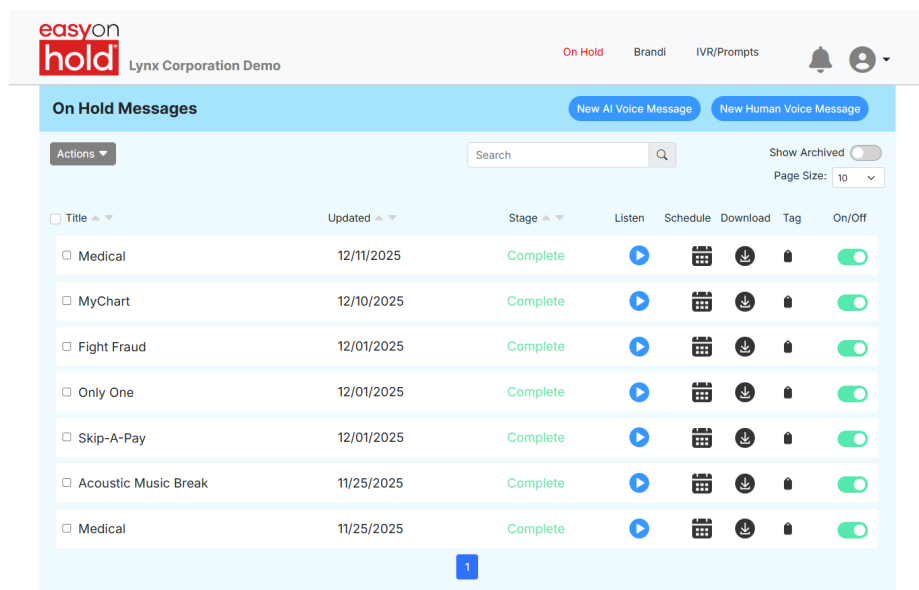
- Reduce workload by automatically loading and changing audio files in your Webex Calling platform
- Schedule messages and music to change automatically throughout the day
- Play timely, relevant content without worry of callers hearing out-of-date content
- Reduce caller fatigue by reordering topics frequently
- Automatically prepare files in the correct audio format
- Customize content for various queues (sales, service, Spanish, etc.)
- Quickly deploy urgent AI-generated or customized audio
- Change the order of topics or songs between the initial queue and on-hold (Queue Variation Logic) for each call.

How The EOH Webex Calling App Works

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

At the heart of the EOH Webex Calling message on hold solution is the Creative Content Center™, where marketing messages (and/or music files) are managed. Each audio file is a brief, unique message (about 50 words) focused on a single topic, with its own supporting music background. Each file has its own “DNA,” telling it when to play, and on which stream to play.

The EOH Webex Calling App will analyze all files in the portal, check the current time, and select messages scheduled to play. It then uploads those files in randomized order to all configured queues. Later in this report, we provide several ideas for leveraging EOH AI and production tools to take your queues to the next level (see Appendix).



Several timely, purposeful messages are stored in the Creative Content Center. The messages are a blend of voice and music, focused on a relevant marketing or branding topic. Messages are programmed with start and stop dates and can be set to play on specific days at specific times. A simple On/Off switch is available if a message needs to be stopped quickly.

Programming each topic is simple. Options are:

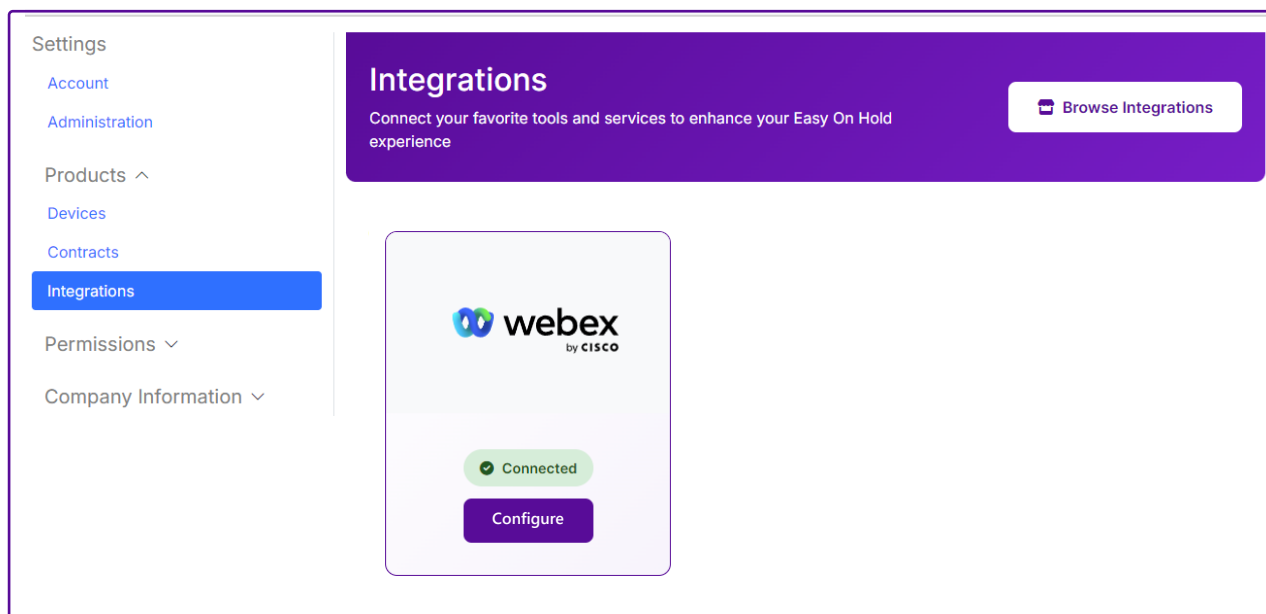
- Start Date
- Stop Date
- Time of Day to Play
- Days of the Week to Play
- Which Stream to Play on

Linking Your EOH Account To Webex

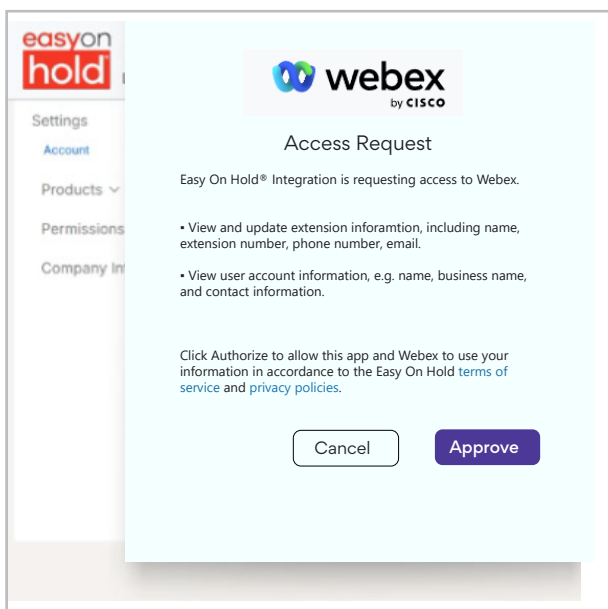
Users Authorize a Connection to EOH

To add an authorized integration to your Easy On Hold® account, a user with admin rights in the Webex Calling platform (and client admin status in the EOH portal) will log in to their Easy On Hold® portal to connect accounts. The steps to link the App to your Webex Account are:

- From the portal home page, select **Settings** from the User Dropdown
- In the Settings menu, under the **Products** Dropdown, select **Integrations**
- **Browse Integrations** and select **Webex**



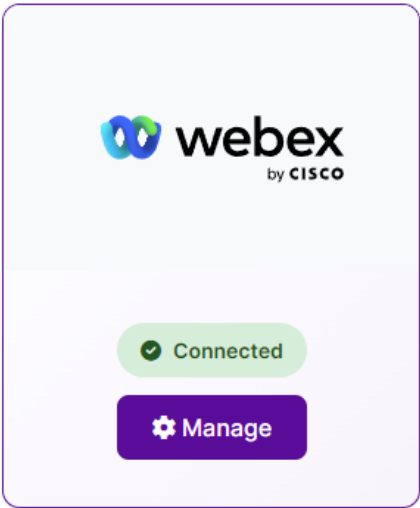
- Select **Configure**. The Webex Configuration window will appear, along with the Webex Authorization request.



- Begin the authorization process. *The only permissions required are to view and update extension information, including name, extension number, phone number, email, etc. and to view user account information, such as name, business name, and contact information.*
- Clicking **Authorize** is all that's needed for the EOH app to do its job.
- Refresh your browser to see the Webex Calling integration among active integrations.

Align Streams to Locations and Queues

- Select **Manage** to configure the integration. Immediately, the App will pull in a list of queues from your Webex Calling configuration, and a list of the EOH Queue Playlists (messages assigned to specific queues). *Note, while the EOH playlists may be referred to as streams, the app works with file management, not live streaming.*



Cisco Webex Configuration

Configure call queue integration and audio streaming

× Close

Queue to Stream Associations

Associate your Webex call queues with Easy On Hold audio streams

Entity Type	Entity	Stream	+
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Configuration & Functionality

Configuration Notes

- Users may assign different playlists (streams) to different queues, a single playlist to all queues, etc. Any association is allowed.
- The EOH Webex Calling App will change settings for selected queues automatically. You won't need to make changes in your Webex platform.
- Any Webex admin account can be used to link the EOH Creative Content Center™. A best practice is to make a "service user" account to provide continuity of service if the admin user is not available or no longer with the company. The EOH portal user must be a client admin, assignable by Easy On Hold® support.

Functionality Notes

A simple step-by-step description of the EOH Webex Calling App functionality is as follows:

1. Review the configuration for all messages (files) stored in the customer portal.
2. Identify all message files that are scheduled to play at this time.
3. Identify any current files that are not already being stored in the Webex platform.
4. Make sure the audio format is suitable for Webex and load the files to the platform.
5. Based on the settings in the EOH Content Control Center, configure and deploy a new playlist for the queues. Be certain the order of messages in the initial queue in the opposite order in the hold queue. *We refer to this as queue variation logic.*
6. Repeat the process periodically (this cadence can be 15 minutes to two hours).

While similar to EOH Live Streaming in scheduling logic, the Webex Calling integration uses secure file upload automation rather than continuous streaming. This ensures compatibility with Webex Calling queue requirements while still delivering dynamic, time-sensitive content.

Product Overview

Key Functional Advantages

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

Automated Audio Delivery

- Loads and reloads audio throughout the day, instantly pushing updates into Webex Calling.
- 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

- Plays unique music tracks per call queue.
- Ideal for multi-location businesses or organizations with diverse branding needs.

Advanced Scheduling, similar to EOH Live Streaming, allows marketing teams to set:

- time-of-day messages
- day-of-week content
- weekly/monthly promotions

Daypart Greetings

- "Good morning," "Good afternoon," and "Good evening" messages that play automatically.

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.

Why the EOH Webex Calling App Is Necessary for Businesses

Overcome Manual Audio Workflow Challenges

While Webex simplifies basic audio management, it still requires ongoing attention from your team. Manual updates quickly become burdensome and are often deprioritized. The EOH Webex app removes that strain, helping your organization strengthen branding, reduce caller hang-ups, and deliver a more engaging customer experience.

Eliminate The Risk of Outdated Content

When audio updates depend on manual action, changes are easily missed and messaging becomes outdated over time. Your team may not notice, but your customers will. With the EOH Webex app in place, you can move beyond “safe,” generic messaging and begin delivering timely, relevant, and high-impact content that reflects what’s happening in your business right now.

Replace Repetitive Audio with Dynamic Messaging

Hearing the same message or music loop repeatedly leads to caller fatigue and frustration. The EOH Webex app eliminates this issue by automating message rotation and updates. Fresh, dynamic content keeps callers engaged and transforms a common friction point into a more positive brand interaction.

Align Messaging Ownership with Marketing

IT teams are often tasked with managing audio files, including formatting, uploading, troubleshooting, and replacing them. While IT owns the system, they are not responsible for messaging strategy. This mismatch often results in minimal, maintenance-driven content that underutilizes your brand’s voice. The EOH Webex app empowers your organization to shift control to the right team, typically marketing, where messaging can be more strategic, intentional, and effective.

Built-In Support for Marketing Teams

Many organizations have historically missed valuable opportunities to connect with callers. Easy On Hold works directly with your marketing team to unlock that potential. By aligning with your 12-month marketing calendar, we help create professional, campaign-driven messaging in advance, then automate its delivery at the right time using the EOH Webex Calling App.



It is time to move beyond manual workflows. The EOH Webex Calling App delivers the flexibility and control modern businesses demand.

Who Benefits the Most and How?

IT Administrators

IT gains time and clarity while maintaining full control over permissions and platform integrity.

- Free from uploading, formatting, or replacing audio files
- No responsibility for outdated or missed content updates
- Maintain control of the platform while queue and hold messaging moves off your plate
- More time to focus on core priorities and critical systems

Marketing and Communications Teams

Marketing can now treat caller audio as an active communication channel rather than a static background element.

- Easy scheduling of content to support campaigns
- Faster turnaround for message changes
- Ability to keep audio aligned with brand voice
- No need to rely on IT for deployment

Webex Customers

The EOH Webex Calling App doesn't replace anything in Webex—it enhances it. Webex remains the **communication engine** powering calls, routing, analytics, and platform stability.

Easy On Hold® becomes the **experience engine** that ensures every call reflects the following:

- Up-to-date information
- Relevant, purposeful content
- Engaging variety
- Consistent brand presentation
- Professional polish



This combination creates a caller experience that simply wasn't possible in the past.

Conclusion

Capabilities Not Previously Available Within Webex Calling

Automated, intelligent, and responsive. With the Easy On Hold® Webex Calling App, those capabilities are no longer aspirational. They are available today, powered by Easy On Hold and fully integrated with your Webex Calling platform.

Features such as automatic audio updates, intelligent content rotation, real-time weather integrations, instant AI-generated messaging, and date-driven schedules and daypart logic represent a new era in caller experience. This approach removes friction, elevates brand presentation, and gives organizations unprecedented control.

The future of caller audio has arrived, and it fits seamlessly into Webex Calling.

A New Standard in Caller Experience

Caller audio has long been treated as a set-and-forget component of business communications. However, with changing expectations, growing brand emphasis, and the need for agility, teams now require more precision, relevance, and control.

The Easy On Hold® Webex Calling App delivers exactly that: automation, intelligence, and freshness. It allows businesses to create caller experiences that are accurate, engaging, and always aligned with their needs.

A new standard is here.
And Webex customers can start using it today.

Contact us to take the app for a test drive.

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



Appendix: Practical Use Cases

The following examples illustrate how organizations use EOH to elevate their call queues from passive hold time to purposeful engagement.

Dayparting

Making Every Call Feel Timely and Thoughtful

A customer calls a business first thing in the morning and is greeted on hold by a friendly voice that says, "Good morning, welcome to ABC Company!" Later in the day callers hear "good afternoon." Daypart greetings can be as simple as saying, "good morning," "good afternoon," or "hope you're having a great Tuesday." Or, create unique messages to play during peak hours that go the extra mile to impress callers while they wait. It's unexpected and engaging.

Music-Only Queues

A Better Caller Experience

With the EOH Webex Calling App, your caller can call multiple times in a day or week without hearing the exact same music every time. Instead of a single looping file, the music feels varied, professionally curated, and consistent with the brand's tone, without the expected repetition. You can license music in any genre, or even explore CoverTunes from Easy On Hold (legal versions of popular songs). Your callers deserve a professionally curated experience.

Seasonal Messaging

Effortless Marketing That Updates Itself

With the EOH Webex Calling App, you can automatically update your hold music and messages to reflect holidays, seasonal promotions, or special events. Use seasonal messaging to promote limited-time offers, share holiday hours, or simply create a more timely caller experience, with no fear of playing "Jingle Bells" in January. Scheduling seasonal messages well in advance puts a year-long marketing plan in motion.

Immediate and Emergent Messaging

Communicate Clearly When It Matters Most

Until now, you couldn't use hold time to communicate closures, service disruptions, or urgent policy changes. With the EOH AI Studio, you can generate and deploy time-sensitive messages (with optional music) in minutes, without recording equipment or voice talent. Callers stay informed and reassured.

Weather-Aware Messaging

Automatic Updates Based on Real Conditions

Everyone wants to know the weather. With Easy On Hold's® AccuWeather® integration, callers get current weather conditions and forecasts from AccuWeather®, the industry standard for weather intelligence. Weather-aware messaging is especially valuable for golf courses, municipalities, universities and schools, and travel-related organizations such as resorts and hotels, where weather directly impacts daily operations and customer expectations.

Creative Brand Reinforcement

You Know What Your Brand Looks Like, But How Does It Sound?

Your call queue reflects your brand's professionalism and personality. Consistent, non-repetitive music and messaging paints a picture of your brand. Instead of generic hold music, your queue can be a meaningful brand touchpoint that improves the overall caller experience.