

How Important Is On Hold Marketing?

Everyone has been there at one time or another. You call a business in search of information or services and are put on hold. It is a minor inconvenience, but one that you expect from time to time. At the worst, a poor on hold message will cause your company to lose business as a potential client decides to take their business elsewhere.

Inevitably, a phone call can make or break an individual's impression of your company. When a client calls a company, they expect to speak to a person right away with very little hold time. Yet, in reality, 82 percent of callers who call a business will be placed on hold. So, if you have to put a client on hold, it is a crucial time that can make or break a deal. It is important to make the most of the time where the potential client is on hold.

One way that companies insure that they will be well-represented to clients even when they are on hold, is to invest in on-hold programming. Studies have shown that 68 percent of people will stay on hold if they hear some type of message, whereas only 12 percent will remain if they hear silence. Simply put, unoccupied time feels longer than occupied time so on-hold programming can occupy the time with the hopes of retaining the client.

Excellent on-hold programming reduces hang ups, enhances business image, informs customers, lowers frustration and gives an opportunity to cross sell for your business. It is even an opportunity to sell you business, as 20 percent of people will actually purchase additional products or services based upon the information heard while on hold.

The skilled copywriters at Telco Data can create the perfect informational message for your business. Not only will it give your callers and customers something to listen to, but it make them eager to obtain additional information on your products and services. Their engineers will record, mix and produce your customized messages. Their professional voice talents are trained specifically for "On Hold Programming" so your message will always be pleasant and informational.

Telco Data not only offers professional, customized on hold marketing, but they also offer unified messaging solutions for your business. Unified messaging solutions are an increasingly accepted and efficient component in the corporate environment. There are now affordable business phone systems available that are capable of unifying all communications seamlessly across any small business or large corporation through intelligent delivery of any message to its intended recipient.

Unified messaging makes it possible within a variety of different formats like text, emails, voice mails, SMS, and video. Telco Data sells, leases, and services unified messaging through business telephone systems in Austin and Central Texas. If you are looking to incorporate on-hold marketing or upgrade your businesses phones Austin has one choice: Telco Data.

About the Author

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