



Creative Telephone On-Hold Programs

Why Audio On-Hold's Telephone On-Hold Marketing?

(Your First On-Hold Message Program is only \$199.)*

Increase the bottom line:

- *Understaffed?* On-Hold keeps all your callers on-line for you.
- *Fewer customer hang-ups* while waiting on hold, resulting in more sales.
- *Enhance your customer's knowledge of your product or service* - resulting in more sales.
- *More professional "first impression"*, adding credibility with the customer.
- *Very cost-effective* form of marketing.

Improve office efficiency:

- Answer commonly asked questions without employee involvement, which frees up employees.
- *Direct your callers* to other phone numbers
- Suggest better times to call
- Entertain and inform your callers even during your busy hours.
- Audio On-Hold does the scripting for you. You give us the raw information. we will script it for you.

Customer Service & Marketing

- Callers are not angry because they were stranded on-hold "too long". The message soothes tensions.
- Utilize as an audio newsletter by delivering interesting hints & tips about your products, services or specialties.
- You are in full control of the program content. Your customer learns about your company.
- Timely program updates keep up with your company's changing trends.
- Programming is less expensive **and** much friendlier than voice mail.
- We are available for you 24 hours a day, 7 days a week to take care of your needs.

Why Audio On-Hold?

The best voices in the industry.
State-of-the-art digital recording studios.
Personalized consultation 24 hours a day.
Meticulously crafted scriptwriting.
30 Day money-back guarantee.

Choice of programs for every budget
Fully licensed network-quality background music
Digital produced programs on CD or Microchip.
Choice of musical scores
Program update reminders

Member in good standing Reno/Sparks BBB since 1995

Do you need a professional sounding **answering machine** message on your small business phone system?
For a one-time \$99 fee, Audio On-Hold can produce a customized **answering machine** message for your small business.



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Audio On-Hold Programs Are Noticeably Different

If you are shopping and comparing on-hold messaging companies, we encourage you to listen to the difference between programs. First of all, listen to the quality of the music. We shop for and find the finest background music available for our productions, not some dull background bed. Listen to how the music interacts with the announcer's voice. Most of our competition just uses a single background bed playing quietly in the background. We incorporate the music into the whole production by varying the volume and tempo to match what is being said. Listen to the announcer. Does he or she sound believable and sincere? Or does the announcer sound like they should be on the radio hawking wares? A quality on-hold program will present the information in a sincere conversational voice, not sounding like a carnival barker.

Once you recognize the difference between Audio On-Hold's programming and that of our competition, you will recognize why our customers love our programs. It really is true that not all on-hold messaging is created equally. We encourage you to compare not only pricing and be sure to compare the quality of programs to decide if you want your message to stand out from your competition's!

<u>Initial Production Fees</u>	<u>6 Minute Program</u>
One Time Production	\$479
Or.....	
Scheduled Update Program* (Initial Charge)	Normally \$349 Winter 2011 Special: \$199
<u>Update Options</u>	<u>Update Options</u>
One Change Per Year (plus free holiday program)	\$29/Month
3 Changes Per Year	\$49/Month
4 Changes Per Year	\$59/Month
6 Changes Per Year	\$89/Month
12 Changes Per Year	\$109/Month
24 Changes Per Year	\$159/Month
<u>Playback Devices</u>	
Neltech USB Device	\$299
CD Load Neltech Digital Device	\$399
Devices for Non-KSU Systems	CALL
Device for Multiple On-Hold Messages on Separate lines- MOH Segregator	\$510

***One Year contract, program is property of Audio On-Hold, when contract ends, program must be returned to Audio On-Hold unless some other agreement is negotiated.**



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What some of our customers have to say about Audio On-Hold:

"We have used Audio On-Hold for the last 10 years and have been very pleased with their service. The voice message with background music is professionally done and seems to keep our customers happier and well informed while on-hold. I feel if you have to put your customer on hold, listening to a message about your store and products is better than nothing at all. I've shopped around for quite a while until I found Audio On-Hold. They've got the best quality program for the price." **Steve Packer, Manager, Moana Nursery, Reno, NV**

"Electro-Tech Inc. has always had high standards and we expect the same from our vendors. Our business receives hundreds of calls daily and we rely heavily on our phone system and providing outstanding customer service to our customers. We are always receiving compliments on our on-hold message. People really enjoy hearing about the different services our Company has to offer and the different projects we are working on. Not only is it a way for us to update our customers, but a way of letting them know who they need to ask for in particular instances. I want to say thank you to you personally Rick. I have a very hectic schedule and you are always so great about calling and reminding me when our update is scheduled to be renewed. This has helped to ensure our customers continue to get updated information...." - **Kelli Cornelius, Electro-Tech, Reno, NV**

"If you're in business, you better have the services of the team at Audio On Hold. Instead of dull silence or insipid music on your telephone systems hold button, you can have timely information presented in an outstanding format by professional people. It is a sales tool, a means for the broadcasting basic information and an advertising agent all in one. The folks at Audio On Hold are skilled professionals, efficient and extremely easy to work with." **Chris Martinez, Orchard Nursery, Lafayette, CA**

"5 years ago, we purchased your on-hold system....We had looked at a number of on-hold systems- all of them seemed overpriced and cumbersome. We had defaulted to a system of elevator music for our customers to listen to while they were on hold. I first became acquainted with your service while being on hold myself with another firm. I was so impressed with the quality and clarity and seeming ease of delivery that I had asked the business owner for the name of the firm that supplied his system. Your requirements were simple and programming was even easier. As you know, we gave you some areas for discussion items with some text. You edited the text into shorter segments, put in original music, and provided us with a CD that we use on our own player. It was really quite simple, but very effective. We put people on hold more than we realize. This was evident from the number of people who remarked about our audio on-hold programming. More often than not, they request to be put back on hold so they can continue to listen to the messages that are there! This speaks volumes about the quality of the programming that you have provided for us. Since our success with Audio On-Hold, I have recommended other to your company and they too have become the beneficiaries of your work. They as well as I continue to be delighted with the comments we receive from our customers. Thank you for providing an inexpensive, quality service, which I can be proud to present to our customers". **Steve Atwood, Clyde Robin Seed Company, Castro Valley, CA**

"We operate a small nursery in Truckee California, a town of 15,000 in the winter and 30,000 in the summer. Our business has been here for 26 years and we have watched and participated in a great deal of "growth". We have moderate competition. Reno is only 30 miles down stream to the east and there are dozens of "big-box" home stores with some plants slightly cheaper than ours. In town we have two "drug" stores, two large "hardware" stores, two department/grocery stores and two other nurseries all hawking inappropriate plant material to the innocent (and ignorant) consumers. One new nursery with huge alternate revenue sources opened with the goal "to put the Villager out of business." There are so many misconceptions that new gardeners coming to this area have. There are so many questions that we answer over and over and so many little nuggets of knowledge that, if people had just a few, could help local gardeners have greater gardening successes. We write loads of different hand-outs. We write educational newsletters. And over the past few years we have foisted our information upon unwitting customers on hold....We were dubious as to whether being on-hold for twenty seconds or one minute would be long enough for people to appreciate the knowledge we are sharing (while promoting our superiority over brand x). It is. People ask to be put back on-hold. I hear customers in the nursery repeating, verbatim, lines from our on-hold messages to their friends. They are so smart. The Audio On-Hold message works very well for us and we will continue to use it. Rick quickly grasps my intentions when we change the message every few months and has helped make changing the message quite painless. Dan's voice is incredible. He is friendly, authoritative and relaxing to listen to. Customers are fiercely loyal to what is good for them and Audio On-Hold reassures people how good we are for them." **Eric Larusson, Villager Nursery, Truckee CA**

"Audio On Hold is a professional company who offers quality products and services to our members. Why have your customers wait on hold with background music when they could be "sold" on the opportunities and products of your company with a specially crafted message by Audio On Hold?" **Nicole Fielding, California Assn Of Nursery and Garden Centers (CANGC), Sacramento, CA**

"The ease with which Audio On-Hold makes it possible to develop excellent quality, professional messages is impressive! I scold myself for not taking better advantage of the great flexibility Audio On- Hold allows." **Chris Snavelly, Snavelly's Garden Corner, Chambersburg, PA**

"As a customer of Audio On-Hold for over 3 years, I can truthfully say that I have never been disappointed in their work or their attitude. Rick has always been a pleasure to talk to and a professional with whom to work. He follows up with me at least 3 times a year to see if I would like to make any changes to my script and is always quick to finish anything that I may need in a hurry. In the business of agriculture, Spring is our most crucial time to advertise, and Rick is always there to help with fresh, creative ideas and a positive attitude. I wouldn't hesitate to recommend Rick to anyone looking to improve their advertising program. **Kelly Flagg, Flagg's Garden Center, Moorestown, NJ**



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Scripting Ideas

The secret to having an effective on hold message is to not make it sound like a TV or radio commercial. You don't want to sound like you are selling something. You are much better off if you can come up with information that makes your on hold message sound like an audio newsletter. Tell your callers cool things about applications where your product or services are used. Maybe include hints or tips about using your product. The secret is to make the message interesting – the more interesting the better. Boring doesn't cut in an on hold message and your callers will not remember anything they hear.

This list may help you come up with some ideas about your business:

Company Name:

- 1 Hours /days:
- 2 Location (give directions if needed):
- 3 Phone number(s):
- 4 Fax number:
- 5 Years in business:
- 6 Describe your business (Mission Statement):
- 7 Name and describe any other divisions of your business:
- 8 Product lines or services offered:
- 9 Unique products or services:
- 10 Frequently asked questions:
- 11 Helpful hints, tips or industry trends about your products or services that may be useful to your caller:
- 12 Times of the day that are the your busiest (used in order to redirect your callers to a less busy time)
- 13 Trivia Type questions that could be used in scripting (industry, sports or general information type trivia)
- 14 Any organizations that you sponsor or are affiliated with (any relationships between your company and them)
- 15 Certain items or services that you want to emphasize (repeat throughout the message)
- 16 Any questions that you want to quiz your callers about (customer satisfaction, timeliness, new products/services etc.)
- 17 Newsletter type information to be included (any awards received, employee of the month, seminars, etc.)
- 18 Emergency 24-hour phone numbers and services you may provide:
- 20 Sales or promotions:
- 21 Business history or visions: _.
- 22 Your current customers