

Last Word Voice Productions

The Voice of NBX®

Customizing Your Music On Hold

When your important callers are on hold, it's a great opportunity to provide them with additional information about your company. The following may help generate some ideas for what you might like to relay to your callers while they are waiting to speak with you:

- 1) Educate callers about what your organization does.
- 2) Tell them something about your organization that they might not know.
- 3) Do you have opportunities, special promotions or discounts that you want your callers to know about?
- 4) Is there any recent news about what your organization has achieved, etc.?
- 5) What do you want to stress to your potential and current customers? How about something from your Mission Statement?
- 6) Has your organization received any accolades? Are you the biggest, best, first, most successful...?
- 7) How about a message to tie in with your current advertising program?
- 8) Educate callers by providing them with important facts such as your toll-free number, business hours, locations or fax and email address...