



Frequently Asked Questions

What kind of equipment do I need?

A computer – that's the beauty about this unique system. No digital boxes, no CD players, no moving parts and no breakdowns. The software stays in the background generating the audio while you continue to use other applications on your PC. Most business telephone systems come with music on hold capability. If you're not sure that your system has this feature, or if you don't have a business telephone system contact me and I'm sure we can work it out for you. You may also want to ask your phone technician.

How much does it cost?

We have four pricing packages, all of which depend on how often you change you wish to update your messages. Ezy-Talk software and regular updates can cost about the same price as a daily cup of coffee. We'll tailor a package to suit your industry or business. It costs you nothing to get a quote from EzyTalk.

How often should I change my program?

How often you want to change your program is your choice. Different businesses have different needs. We have clients who change their programs as the season changes, while others produce different monthly programs to offer specials or other dated information. We co-ordinate your on hold programs to work with special events, the rollout of a new product line, or any other custom requirement. There are many factors to consider, including whether you get frequent calls from the same people, or if you tend to have a steady stream of new customers.

How long is the audio?

Every client is different – the software has unlimited message capability, however when you add 15 paragraphs to music interludes, the total running time is 5 to 8 minutes. The trick is to write short paragraphs so that your client hears more messages while on hold.... And you can turn individual paragraphs on and off – no other Message-On-Hold system can do that!

Do callers hear the same message every time they're put on hold?

No, Ezy-Talk Message-On-Hold plays continuously, even if there are no callers holding. If two callers were put on hold, they would both hear the same thing at the same time. Consider your phone system as a "radio broadcast" where everyone hears all the messages. A caller would have to be on hold for more than five minutes before they would hear a repeat message.

How long does it take to produce a program?

As soon as we receive your order to proceed, we begin working on the script right away. Your brochures and printed literature are a great place to start, and we may conduct a brief interview. Once we have all the information, one of our professional copywriters will draft a script, and then email you a copy. After we make any needed adjustments and you approve the script, we can go on to production. Your Ezy-Talk Message-On-Hold CD-Rom will be ready in about three working days.

Can I start with just a small update package and add more later?

Yes, as a first time customer, we understand that you may want to start out with one of our smaller packages. You can always upgrade to a larger package without additional set-up fees.

Do I pay an annual license fee?

When you agree to one of our update packages, your annual license fee is included. Our music is royalty free – which means you don't pay on-going fees to APRA or PCCA. We will allow you to access the latest software updates along with new royalty free music.

Can I have an audio CD instead of the software? I don't have a computer.

Yes. We still produce Audio CD's, however, you don't receive the advantages of the software like "Good Morning" and "Good Afternoon" greetings or expiration date generated messages. There's no quick upgrade path expect re-producing the CD from scratch.

Do I own the software?

Technically speaking, no. You pay a license (set-up) fee for the right to use the software – just like paying Norton for anti-virus updates. If you elect to cease paying the update package fee, the software must be removed from your telephone system.

What if I want both male and female voices on the same program?

Yes, we can use both a male and female voice on your program. We call it alternating voices. We can take it one step at a time, by using a male voice over initially and then using a female voice over for updates – then creating a mixed program. Alternating voices are a nice way to add separation to programs that are copy heavy.

Can I choose my own music for my program?

Not unless you are prepared to pay for the APRA and PCCA licenses, however that defeats the purpose of having the royalty free music that we supply. We are confident that you will appreciate our large selection of royalty free music.

Can I use my jingle on the program?

Yes, we can use your jingle. You'll have to provide it to us. Please be sure that your jingle writer IS NOT a member of APRA or PCCA, otherwise you will be liable for those licenses. Once our production people have heard your jingle we can offer suggestions on the best way to incorporate it into your on hold productions.

Why don't I recognize any of the music you have in your library?

When it comes to licensing popular or recognized artists, the licensing fees are very expensive. We would not be able to offer our programs at competitive rates. Also instrumentals are best so that the lyrics don't conflict with your messages.

Why not just play radio or other music on hold? What is licensed music?

First of all, you're not using your hold time to your best advantage. Your callers on hold has an interest in your business, otherwise, they would not have called. You have a captive, interested audience. With the radio, it's possible they may hear a competitor commercial... someone who's in direct competition with your business.

With the radio, you have an uncontrollable on hold environment. Don't be surprised if your callers end up hearing jokes that are offensive, or even depressing news reports. Is that really the image you want to portray to your customers?

When playing the radio, a tape or a CD, you should also be concerned with licensing fees. One drawback is that you're playing music for which you haven't paid the proper licensing fees that cover royalties that are due to the performers.

Why can't I just record my own programs and play them?

A lot more goes into producing an on hold program than simply throwing some messages and music down on tape. Keep in mind what you play on hold is a part of your company image. You want something that sounds professional. We've been in the marketing business for over 20 years -- it's our business. Our account executives, copywriters and production staff know what it takes to make you not only sound great, but also get the most out of your hold time. That leaves you more time to do what you do best...sell your products and provide customer service.