

AUDIO PRODUCTIONS

The World's Most Advanced Message-On-Hold System



What does it *sound* like to
your customers?

*With our intuitive PC software, we create
phone messages that customers want to
hear—It's your selling tool.... every time
the phone rings!*





FACT Most business callers are placed on hold!

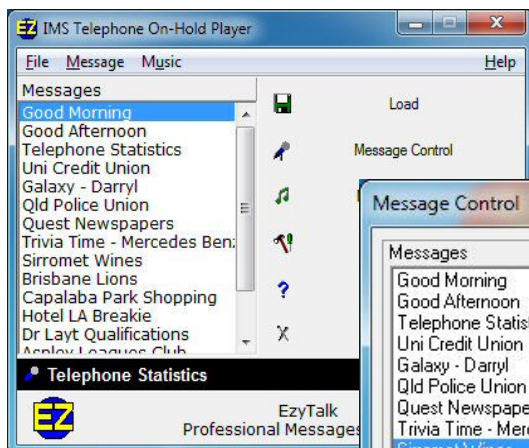
FACT On-Hold messages reduces caller hang-ups!

FACT On-Hold messages influence buying decisions!

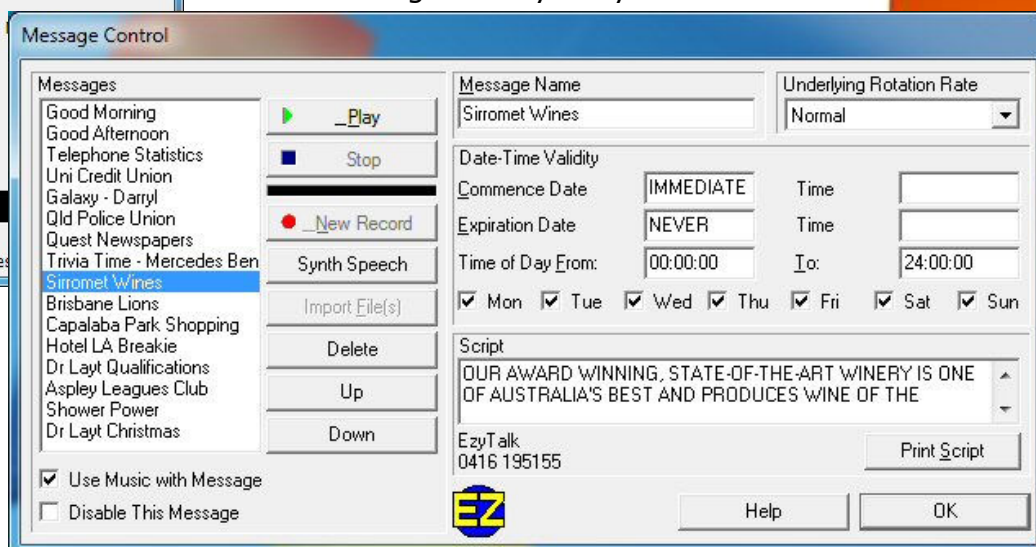
FACT You control what callers hear on hold!

FACT EzyTalk Message-On-Hold will lift your business image!

The Software



- Good Morning & Good Afternoon Greetings
- Never Breaks Down
- Use Any PC With a Sound Card
- Royalty Free Music—Never Pay License Fees Again
- Professional Male & Female Voice-over Talent
- Regular Message & Music Updates
- Set & Forget—Very Easy To Use



The Script

Every script is professionally and personally written specifically for your business. Scripts are only voiced with your approval. We get it right the first time.... Every time!

The Clients

You're in very good company.... Some our clients include:

- Australian Quarantine & Inspection Service (AQIS-Australia Wide)
- Aspley Leagues Club Queensland
- B & D Doors (Australia Wide)
- Qld Hotels Association & many of their hotel members
- Corio Shopping Centre, Victoria
- Qld Mining Council
- MacArthur Hotel Group
- Retail First (Shopping Centre Management)
- Sirromet Wines (Mount Cotton Estate)

The Guarantee

I personally guarantee that EzyTalk Messages-On-Hold will lift your business image by providing quality professional phone messages that callers will want to hear.

Alan Reeves
Producer/Director

EzyTalk Messages-On-Hold

PO Box 554
Deception Bay Qld 4508.
Telephone: (07) 3102 0716
0416 195155
Email: alan@ezytalk.net.au
Web: www.ezytalk.net.au

What is Messages-On-Hold?

- The concept of messages-on-hold was introduced to the Australian market in the mid 1980's.
- Messages-on-hold typically feature a blend of music and voice-over promotion and are designed to keep waiting callers entertained and informed.
- Almost all modern day telephone systems feature an "on hold" facility, making this an extremely useful and cost effective marketing tool.

Here are the Facts!

- ✓ Callers like listening to well produced messages-on-hold.
- ✓ If you place 10 callers on hold per hour, you have around 20,000 chances annually to increase sales.
- ✓ Callers are happily prepared to hold longer when a professional message-on-hold is playing.
- ✓ The economy of words is the key to a successful message-on-hold. Most companies find that messages under 30 seconds have the best impact.
- ✓ Messages-on-hold plays perpetually and randomly.
- ✓ Make sure your messages-on-hold company provides you with creative ideas. There's far more to producing a good messages than just listing the company's services.
- ✓ Message-on-hold computer software should be your only consideration. Audiotape, CD and similar systems rely on moving parts. Where there's moving parts there will be problems.
- ✓ Make sure your message-on-hold system is user-friendly.
- ✓ Most phone systems will accept message-on-hold technology with little modification.
- ✓ Always check the history of the company you are dealing with. Make sure they are experienced in the industry and have a solid reputation.
- ✓ Your provider should employ a quality copywriter to insure a variety.
- ✓ Your provider should be able to provide royalty free music.

Here is some wise advice!

Your provider should discuss the number of updates you will require annually. This will be based on the type of caller and what information you need to pass on while callers are on hold.

Remember, your provider will be acting as a marketing arm of your business. Qualify their past successes. Ask for references in your industry and call those companies for feedback.

Cheapest is rarely the best. If it sounds too good to be true, it almost certainly will be. You can't afford to cut costs when it comes to your telephone image—after all, this is usually your first port of call for new and existing clients.

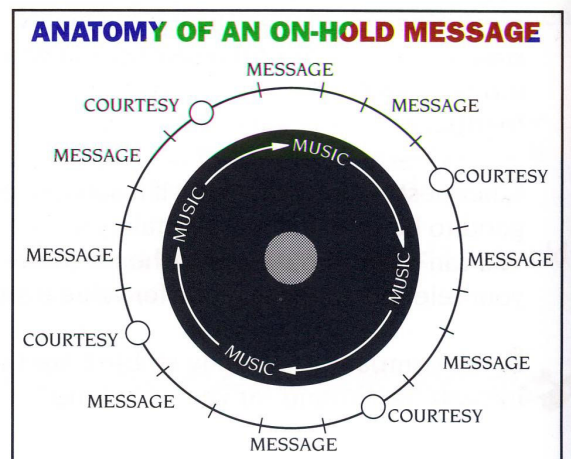
Some companies offer well-known music. You need to ensure that additional copyright royalty fees are paid by you as it is your responsibility to have a broadcast license.

Deal with the same company for equipment and programming.

Unless you've worked as a scriptwriter, don't let anyone tell you that writing scripts is easy. Professional scriptwriters know what works and what doesn't.

Make sure your message on hold company can provide you with 72 hour turnaround from script approval. Time is money.

No matter how good your scriptwriter is, your messages have a definite lifespan. Remember, your regular callers will tire of your messages first.



The Do's & Dont's

Use messages-on-hold to:

- Entice leads and enquiries
- Advertise new products and services
- Reinforce traditional company values
- Thank clients for their patronage
- Promote location
- Highlight recent company achievements
- Provide seasonal greetings
- Introduce staff members
- Promote company community involvement
- Offer incentives
- Advise other branch locations
- Reinforce current marketing programs
- Answer frequently asked questions
- Promote company heritage
- Provide useful pertinent industry information
- Cross promote
- Offer handy hints and advice
- Make a favourable first impression
- Entertain callers
- Suggest new ways to use products and services
- Boost company profile and image
- Keep callers focused

Remember, on hold messages dramatically reduce callers perception of time spent waiting.



Do

- ✓ Change the messages regularly
- ✓ Keep your messages short
- ✓ Thank callers for their business
- ✓ Let them know you'll be with them shortly
- ✓ Provide some history on your company
- ✓ Promote your own staff members
- ✓ Subtly point out the advantages of dealing with your company
- ✓ Provide friendly useful tips about your products or industry
- ✓ Actively ask for feedback from callers
- ✓ Promote new products and services
- ✓ Change your music each time you update
- ✓ Provide your copywriter with as much input as possible
- ✓ Use positive phrases
- ✓ Use a couple of sound effects in each program when appropriate
- ✓ Prompt callers to ask your staff for details of promoted products and services
- ✓ Inform callers of how you can save them money and time
- ✓ Promote your web site
- ✓ Make sure each message holds a benefit for the caller

Don't

- × Provide lengthy lists of services
- × Use big booming radio/DJ voices
- × Boast
- × Use negatives or apologise
- × Overdo the number of courtesy messages in each program
- × "Sell" to people, be subtle
- × Let messages drag on
- × Assume callers know about your entire range of products or services