



# **Improve Your Customer Call Experience With Music-On-Hold**



# What is Music-On-Hold?

Music and marketing on hold is as simple as it sounds — Your customers will hear your chosen music or messages, while they wait in a call queue. When faced with music or messages while on hold, your customers are more likely to stay on the line longer, increasing your business opportunities.



**85%**

of callers prefer to listen to music or marketing messages when on hold, compared to complete silence.



**34%**

of callers who are confronted with silence when on-hold, will hang up and will not call your business back.

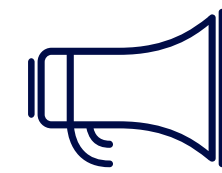
# Benefits of Music-On-Hold

Messages or music-on-hold makes the hold time seem shorter for the caller, which reduces customer stress and frustration. You can also provide a simple path for callers to follow, to reduce demand for live agents and limit call queuing times.



## Hold onto more callers

Your callers are more likely to stay on the line when faced with music or messages on hold, rather than complete silence.



## Promote your services

On-hold marketing messages allow you to promote your business' products and services to your callers as they wait in the call queue.



## Music for all scenarios

You can choose from a range of music tracks and voice overs, to find the right sounds to match your business goals and branding.



## A professional image

Music and marketing messages on-hold allows you to portray a professional image of your brand to your customers.



# Retain Callers With Music-On-Hold

A recent survey showed that failure to pick up the phone within the first 5 minutes results in 90% of callers hanging up, so it is essential to provide the best experience for your customers while they are on hold, so they stay with your business.

Being put on hold is inevitable, but leaving your customers in silence can confuse them and make them believe the call has ended, or that they have been forgotten while in the queue. Listening to music or marketing messages while on-hold keeps callers entertained, and helps them understand that someone will answer their call soon.

**16%**

Made A Purchase

**3+**

Minutes Longer Wait

**25%**

Stay Longer On The Line

**40%**

Increase In Retention

# Contact Us

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