



# THE HOLDCOM VOICE<sup>®</sup>

May

Answer the Call of Enterprise<sup>®</sup>

2004

## MAY IS MESSAGE ON HOLD AWARENESS MONTH!

***It's 9am to 5pm, Monday through Friday. Do you know what your callers are hearing when they're on hold?***

On hold communication is an essential marketing service. As a HOLDCOM client, you probably appreciate that fact. You've experienced the benefits realized by reinforcing your marketing and customer service strategies to your callers while they're waiting on hold.

However, are you sure everyone in your organization knows you are utilizing hold time to communicate with your callers? If so, do they know what information is heard by your callers? Do you know if that information is up to date. Do you regularly communicate with your employees about your marketing and customer service strategies?



***The entire staff of HOLDCOM wishes you a safe and fun Memorial Day celebration. Thank you to all veterans and members of our Armed Forces for protecting our freedom.***

## TEAM HOLDCOM WALKS FOR MS



***Carla Foxx, Joe Pietsch & Donna Pompeo of the HOLDCOM Client Relations Department get ready to walk at the 2004 MS Walk***

On Sunday April 18<sup>th</sup>, members of HOLDCOM's Client Relations team laced up their sneakers and hit the pavement for a great cause. The annual MS Walk was held throughout New Jersey, and Team HOLDCOM participated in the Bergen County Walk in Ridgewood. Carla Foxx, Donna Pompeo and Joe Pietsch represented HOLDCOM and raised nearly \$1000 to help fight this debilitating disease. After the two-mile walk, the team received t-shirts, radios, sandwiches and snacks. More importantly, they came away with a sense of pride, knowing that their efforts will help many people who suffer from Multiple Sclerosis. Team HOLDCOM looks forward to next year, when they hope to exceed this year's fund raising and join with others to fight MS. For more information, visit [www.nationalmssociety.org](http://www.nationalmssociety.org).

## THE HOLDCOM PRODUCTION PROS SOUND OFF...

When selecting music, think "background," not "drama." Choose selections that are relatively consistent in volume. Avoid music themes that have dramatic crescendos and very quiet passages - especially if you have a lot of copy in your message. Many classical and orchestral music selections have this type of variety. Although we can adjust the volume to compensate, in many cases the dramatic effect that the music creates can conflict with the message itself.

Want to sound hip, intelligent, upscale? That's fine. Just be sure to select music selections that are consistent with your corporate or organizational identity. When in doubt, stick with middle of the road like easy listening, light jazz or uptempo contemporary. Finally, update your script and music selections frequently to keep your program fresh and effective.

800-666-6465

[www.holdcom.com](http://www.holdcom.com)

## ON HOLD COMMUNICATION WISDOM

By Rob Lefever/Senior Script Consultant

A recent study indicates the length of time consumers expect to stay on hold is only a few minutes. When asked to define how long they will stay on hold, 21% said under 1-minute, 27% said 1-to-2 minutes, 38% said 2-to-3-minutes, and 14% said over 3-minutes.

This is something to think about when preparing changes for your next message on hold script. Be sure to consider how long your callers are truly on hold. Next, consider if the structure of your current script is maximizing your message on hold program's full potential.

Remember, the age-old expression "less is more" definitely applies to the length of the paragraphs in your message on hold script. Keep in mind that concise and engaging ideas expressed in shorter paragraphs are much easier for callers to digest and retain, rather than superfluous and overly detailed information presented in longer paragraphs. Furthermore, since callers may be placed on hold anywhere within a script, they have a better chance of hearing and comprehending *complete* thoughts when the paragraphs are brief and succinct, rather than lengthy and convoluted.

While it may be tempting to include every last detail about your products and services, it is more important that your callers don't lose the focus of your key points. By keeping their interest and attention, and you will keep them on hold until a representative can speak with them.

If you're unsure if the structure of your present script is the most advantageous for your message on hold program, contact your HOLDCOM Script Consultant today.

## HOLDCOM MOVERS & SHAKERS

### Business Development

We're pleased to announce that Carla Foxx, our Client Relations Director, will be moving into her new post as Director of Business Development this month. Carla, who is also one of our most requested voice-over talents, has vast experience in the effectiveness of the spoken word, as a former morning radio host and a former Billboard Magazine Music Director of the Year. Carla brings the same passion to her role at HOLDCOM as she does contributing time and money to organizations such as Cystic Fibrosis, Multiple Sclerosis, March of Dimes, American Cancer Society, and Juvenile Diabetes.

### Client Relations

Able replacing Carla, Bart Levine brings years of experience in management and customer service to his new role as Director of Client Relations. A Hackensack resident since 1980, Bart was previously employed at Goodrich Aerospace, Allied Coffee Service and Alfa-Romeo. Bart and his Client Relations team are ready to continue to exceed our clients' expectations.



**Team HOLDCOM show off new sweatshirts under new HOLDCOM sign at HOLDCOM Headquarters.**

## BRING LIFE TO YOUR WEBSITE

HOLDCOM's website audio adds the dimension of sound that will set your website apart from the competition, while increasing the amount of time spent at your site ("stickiness"). By adding audio, you are adding impact! By using existing streaming audio technology and professionally produced voice narrations by HOLDCOM's voice talent, you can easily and inexpensively transform your silent web pages into an exciting, effective source of business with a TON of personality . . . Now, how does THAT sound?

**Is your organization in need of Instore or Overhead Music or Announcements? Contact a HOLDCOM representative about our Business Music Services today!**

*THE HOLDCOM VOICE is published and distributed monthly by HOLDCOM, as a service to our valued clients. This month's contributors include Rob Lefever, Megan Andriulli, Joe Gummere, Louanne Frederickson, Carla Foxx, Joe Pietsch, and Harvey Edelman.*

*© by HOLDCOM 2004. All Rights Reserved.*

THE HOLDCOM VOICE®

800-666-6465

www.holdcom.com