



# The **HOLDCOM VOICE**®

July

Answer The Call Of Enterprise ®

2005

## Client of the Month: Continental Maid Service

Holdcom is proud to recognize Continental Maid & Janitorial Service as our Client Of The Month for July 2005. For over 10 years, HOLDCOM has provided Continental with professional Message-On-Hold telephony services.

Allan Rosenberg, owner of Continental Maid & Janitorial Service, has been a longtime supporter of Message-On-Hold at his company. Since the majority of Continental's callers are clients eager to do business in a very quick, efficient manner, Allan realizes that placing a client on hold has the potential to be a frustrating experience. Therefore, that time on hold must be used effectively. "We understand that the occasional wait, as short as it may be, has to be as comfortable as possible," states Allan. "Our Message-On-Hold programs combine pleasant music and informative announcements that convey the professional image of our company, as well as an enjoyable wait time for our callers."



Allan perceives his Message-On-Hold programs as "in-house commercials", an excellent medium to promote his business to brand-new and regular customers alike. "We use the Message-On-Hold programs to inform first-time callers and remind long-time regular clients of the special services we provide, our hours of operation, and important features of our cleaning services that may not come up during regular phone conversations. We also utilize different programs in the Spring and Fall to announce our seasonal offers and special discount pricing. Our year-end Holiday program is a favorite among our callers, with its festive music and our message of appreciation to our many loyal clients for their business during the past year."

In closing, Allan had this to say about the importance of Message-On-Hold and HOLDCOM's service: "We couldn't imagine not having a professionally produced message playing while a caller is on hold. HOLDCOM has done that for us and continues to upgrade our programs as required. HOLDCOM's technical assistance, on the rare occasion needed, is always prompt and efficient - just the way we service our clients." Congratulations once again to Continental Maid & Janitorial Service!

### WANT TO BE FEATURED IN THE HOLDCOM VOICE?

Have a business tip that's universal to all companies? An interesting tidbit of information that others in your industry could benefit from? Then be sure to let us know! We'll gladly feature you in an upcoming section of our monthly newsletter - HOLDCOM's "Client Corner". Speak with your HOLDCOM representative today for details!

## Welcome Aboard!

*HOLDCOM would like to extend its sincerest appreciation to July's New and Renewal Clients!*

### New Clients

Belmar Spring Water  
Coldwell Banker  
Kentucky Department of Parks  
Liberty Paper Company  
Provident Bank  
West Hudson Hospital

### Renewal Clients

AmSpec Services LLC  
Best Western -Richmond Suites  
Columbus Hospital  
Midstate Tool & Supply  
Off Soho Suites Hotel

## A Perfect Day Aboard the Carnival Fun Ship!

On a beautiful Wednesday in June, the HOLDCOM staff learned why a Carnival Ship is the perfect destination for a meeting at sea, fundraiser, company incentive or simply a great vacation. We had a great time touring the ship, attending their reception and enjoying a delicious lunch! For more information, email Pam Scott, NJ Sales Director, Carnival Cruise Lines: [pscott@carnival.com](mailto:pscott@carnival.com) to learn how your company can have it's own "perfect day".



*From left to right (all HOLDCOM employees unless otherwise indicated): Peggy Fox Weiss, R Promotions; Harvey Edelman; Pam Scott, NJ Sales Director, Carnival Cruise Lines; Neil Fishman; Carla Foxx; Joanne T. Ehrlich, Vice President of Leisure & Corporate Travel, Travel Solutions; Karen Begnoche; Donna Pompeo; Andrew Begnoche; Neil Fishman; Rob Lefever; Megan Andriulli; Joe Gummere; John Falcone; Steve Brown; Patti Cobb; Bob Masiello; Louanne Frederickson*

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## Employee Spotlight!

In December of 1997, the HOLDCOM Script Department welcomed Rob Lefever to the team. Today, the team turns to Rob, the Senior Script Consultant, for his experience and knowledge as the Head of the Department. Although much of his duties entail copywriting, proofreading, and editing clients' Message-On-Hold and Voice Production scripts, a good portion of his day also involves consultation - working with clients to ensure their programs are the best they can be. Rob offers suggestions to ensure script content is as effective as possible; suggesting specific voiceover and music options to best suit clients' programs; checking in with clients on a regular basis to make sure they're using Message-On-Hold to its maximum potential by fully executing their marketing objectives with current promotions, seasonal info, and so much more.

Exceeding clients' expectations and providing them with total satisfaction is a definite highlight for Rob's daily work. The Script Department is where the "creation process" of a client's program begins. Since he must see that the process is carried through to the point of production, Rob plays a large part in how the client's final product will turn out. Rob states, "I always put myself in the client's shoes and provide them with the degree of service I would want to receive."

Rob attributes the success of HOLDCOM to 'A dedicated team that works together to achieve the common goal of providing a great product backed by outstanding service.'

Rob's personal interests outside of work include reading, creative writing, listening to music, and playing guitar.

## PAPARAZZI!



*From left to right: Carla Foxx, Director of Business Development, HOLDCOM; Le' Rhonda Crumblin, Washington Senior Telecommunications Engineer, TIAA-CREF; Neil Fishman, President, HOLDCOM*



*From left to right: Beth M. Thomas-Kim, Director of SOCAP, Director of Consumer Services, Nestle USA; Carla Foxx, Director of Business Development, HOLDCOM; Sheila L. Sullivan, Chairman of SOCAP; Director, Consumer & Public Affairs, Unilever Cosmetics International*

## JULY MILESTONES:

### Birthdays:

July 16<sup>th</sup> – Bob Masiello  
July 30<sup>th</sup> – Patti Cobb

### Anniversaries:

John Falcone – 6 years as a HOLDCOM employee  
Carla Foxx – 3 years as a HOLDCOM employee



## Do you have...?

- ~a brochure?
- ~pamphlets?
- ~a website?
- ~newsletter?
- ~annual event?
- ~a new product?
- ~unique service?

If you answered yes to ANY of the items above, then you need to customize your Message On-Hold program! Not a writer? Not a problem! Every client of HOLDCOM works with a personal Script Consultant who can customize your message to uniquely define your industry, products, and services. Call and speak with yours today!



Do you have other projects that require audio? Do you cringe at the sound of your voice when you hear it recorded? Let HOLDCOM's professional voice talents do the talking for you. Whether you want to add the dimension of sound to your next Power Point presentation or add audio to an email, HOLDCOM can produce it quickly and professionally. We can deliver it any format. Go online and sample our voices at [www.holdcom.com/samples/voices.htm](http://www.holdcom.com/samples/voices.htm). Or ask your Client Relations representative for more information.

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This month's contributors include Andy Begnoche, Rob Lefever, Stacey Caropreso Megan Andriulli, Carla Foxx, Pam Scott, Steve Brown, and Harvey Edelman.  
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