



The **HOLDCOM VOICE**®

October

Answer The Call Of Enterprise®

2005

Marketing Secret Revealed for the Holidays by Andrew Begnoche

As the days grow shorter, it's a daily reminder that winter is fast approaching. And with winter comes all the trimmings like holiday parties, gift giving, and family get-togethers. Unfortunately we will also be faced with long lines at check out, endless circling to find a parking space, and poorly trained employees. With all the activity, it's evident that this time of year is key for many businesses that look to increase profits and establish brand awareness and good will for the year ahead.

So what happens? Businesses invest large portions of their marketing budgets to ensure their holiday season will be a success. Full-page print ads, radio and TV commercials are used to promote early bird specials, giveaways, and secret sales to customers. But with all the attention on traditional advertising and glitzy promotions, one of the simplest and most cost effective marketing methods is overlooked: Message-On-Hold Marketing.

As I consider the range of businesses that employ Message-On-Hold communication, I wonder why every business doesn't take advantage of this simple marketing and communications tool at this time of year? For years HOLDCOM has been helping clients achieve big numbers or big impact in the fourth quarter with well scripted, professional Message-On-Hold programs and Auto-Attendant announcements. Our

clients use their Message-On-Hold programs to promote events, drive traffic to their website, or simply wish their callers a Happy Holiday Season. Why doesn't every business?

"Businesses may market themselves differently at this time of the year, but they all have a message they need to get out to their clients" commented CEO Harvey Edelman. He went on to say, "A custom Message-On-Hold program is probably the most cost effective way to promote your business's products and services to your customers and prospects. When you look at the cost per exposure compared to other forms of advertising, it's evident that implementing a custom Message-On-Hold program should be at the top of your marketing wish list".

Neil Fishman, President of HOLDCOM added, "As a consumer I'm marketed to constantly. I'm amazed when I call in response to a direct mail or print ad and get put on hold and hear nothing! They've spent thousands of dollars to get me to call and are missing a golden opportunity to close... and even expand the deal".

When we analyzed the data it was compelling. Think about it. Every caller who gets put on hold hears your custom message. The more lines you have, the more callers. The more callers you have,

the greater the number of impressions. When you look at implementing a custom Message-On-Hold program across an organization, the numbers grow exponentially! To achieve the same success with print or radio advertising, a company would need to spend thousands and thousands of dollars.



To learn more about how a Message-On-Hold program can impact your sales and marketing, especially at this time of year, contact your Client Relations representative or our Business Development department today. Put your callers in a positive mood... a buying mood, this holiday season with a Holiday program. HOLDCOM has holiday programs starting at \$69.00, and one that will help make your holiday season oh so merry!

Andrew Begnoche has been the Director of Operations at HOLDCOM since 1990.



October Client of the Month

HOLDCOM is proud to honor Moorestown Visiting Nurse Association and The Hospice of Moorestown VNA. Located in Marlton, NJ, they have been a HOLDCOM client since 1997. Established in 1904, Moorestown Visiting Nurse Association has served as a non-profit home health agency, providing quality healthcare to residents of Burlington, Camden and Gloucester counties. As the leading home healthcare and hospice choice for families in South Jersey for over a century, their formula for success has remained the same: flexible scheduling, a fully qualified staff, and a commitment to providing the highest quality care.

Over the years, Moorestown Visiting Nurse Association and The Hospice of Moorestown VNA have utilized their Message-On-Hold program to promote their growing array of services, announce volunteer opportunities, and convey important insurance information. Moreover, their on-hold program has been an ideal format to announce special events including their annual golf tournament fundraiser and their seasonal flu clinics.

Charlotte Holcombe, President/CEO of Moorestown Visiting Nurse Association and the Hospice of Moorestown VNA says: "We are devoted to providing the highest level of service to our community. HOLDCOM's Message-On-Hold program supports this goal by allowing us to give callers information about our agency in a way that is friendly, accurate, and always up-to-date."

800 - 666 - 6465

www.holdcom.com



Employee Spotlight!

Joining the HOLDCOM team in May 2001, Megan Andriulli is an indispensable part of HOLDCOM's Script Department. Her responsibilities include writing rough drafts, updating scripts, reaching out to clients to remind and encourage them to utilize updates, proofreading, editing, and voice prompt script preparation.



Working with her clients and colleagues, and the variety that comes from her job, are some of Meg's favorite aspects of working at HOLDCOM – "I have wonderful clients and really enjoy being in contact with them. My work isn't monotonous, because the industries I write about vary greatly, and the work environment, especially amongst my fellow Script Writers is great."

Meg believes that HOLDCOM's success is the result of providing "a truly useful service" to our clients, and the fact that "The satisfaction of our customers is important to the entire company. Taking the time to get things done right the first time is a priority and each program goes through many steps to ensure just that".

In her free time, Meg enjoys spending time with family and friends, working on her house, reading, and vacationing – especially weekend trips.

Happy Halloween!

HOLDCOM would like to offer the following tips for a fun and safe Halloween:

- Be sure your child is wearing flame resistant costumes that are the proper length and bright and clearly visible to motorists.
- Examine candy wrappers & limit the number of sweets your child eats in one day .
- Use face paint instead of masks for better vision.
- If using masks, make sure eyeholes and mouth/nose holes are large enough.
- Swords, knives, and other accessories should be of soft and flexible material.
- Trim costumes with reflective tape that will glow in a car's headlights.
- Children should always trick-or-treat with an adult & only go to houses that have outside lights on.
- Remind your children to never enter homes or apartments.
- Remember - always use sidewalks, don't run, and cross at the corners, never in the middle of the street or between cars.

Automated Payments are "Priceless"

HOLDCOM constantly monitors client feedback to make adjustments and enhancements to our products and services. Our new automated payment feature makes it easy for you to pay your bill and avoid the hassle of processing an invoice and cutting a check. Your payments will be charged to a designated credit card and you will be emailed a paid invoice. If you'd like to automate your payments using a credit card or debit card, contact Karen Toerock at extension 206. In addition to accepting all major credit cards including American Express, Visa, Master Card and the Discover Card, HOLDCOM now accepts PayPal.

ICE – In Case of Emergency

A campaign encouraging people to enter an emergency contact number in their mobile phone's memory under the heading ICE (In Case of Emergency), has rapidly spread throughout the world as a particular consequence of the recent terrorist attacks in London.

Originally established as a nation-wide campaign in the UK, ICE allows paramedics or police to be able to contact a designated relative / next-of-kin in an emergency situation.

The idea is the brainchild of East Anglian Ambulance Service paramedic Bob Brothie and was launched in May this year. Bob, 41, who has been a paramedic for 13 years, said: "I was reflecting on some of the calls I've attended at the roadside where I had to look through the mobile phone contacts struggling for information on a shocked or injured person. Almost everyone carries a mobile phone now, and with ICE we'd know immediately who to contact and what number to ring. The person may even know of their medical history."

By adopting the ICE advice, your mobile will help the rescue services quickly contact a friend or relative - which could be vital in a life or death situation. It only takes a few seconds to do, and it could easily help save your life. Why not put ICE in your phone now? Simply select your person to contact in case of emergency, enter them under the word 'ICE' and the telephone number of the person you wish to be contacted.

Please will you also email this to everybody in your address book, it won't take too many 'forwards' before everybody will know about this. It really could save your life, or put a loved one's mind at ease. For more than one contact name ICE1, ICE2, ICE3 etc

We would like to thank Stacey Teplitzky, of the Beacon Group, for this piece.

PAPARAZZI!



Mack-Cali Tenant Appreciation Day, Harborside Financial Center, Jersey City, NJ: Carla Foxx, Director of Business Development, HOLDCOM; Harvey Edelman, CEO, HOLDCOM.

OCTOBER MILESTONES

Carla Foxx – Oct. 3rd: Happy Birthday!

Bob Masiello – HOLDCOM employee for 5 years!

Vito Pecoraro – HOLDCOM employee for 1 year!

THE HOLDCOM VOICE is published and distributed monthly by HOLDCOM, as a service to our valued clients. This month's contributors include Andy Begnoche, Rob Lefever, Stacey Caropreso, John Falcone, Megan Andriulli, Carla Foxx, Steve Brown, and Harvey Edelman.

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