



# The **HOLDCOM VOICE**®

November

Answer The Call Of Enterprise

2005



## SAN FRANCISCO 2005



You may have learned about HOLDCOM's involvement with SOCAP (Society of Consumer Affairs Professionals) from articles and photographs in previous issues of the HOLDCOM VOICE. This past October 9-12th, HOLDCOM exhibited at the 2005 SOCAP Annual Conference in San Francisco, and benefited from the many networking activities and educational workshops offered by this 30 year old association. Neil Fishman and Andy Begnoche represented HOLDCOM and had nothing but positive comments about the experience.

According to Neil, "There was a continuous buzz of positive attitudes, valuable exchanges and abundant thinking at the conference. It's refreshing to be involved with an organization and event where members are willing and motivated to share ideas and best practices. The breakout sessions about Call Center

Innovations, Globalization, and Selecting The Right Technology For Your Operation were of particular interest to me, and the Keynote Speaker, Tim Sanders, was inspirational. HOLDCOM looks forward to attending the Spring Conference scheduled for May, 2006 in Washington, D.C!"

In addition to networking activities and educational workshops, HOLDCOM offered complimentary Call Processing Evaluations to SOCAP members, providing Call Center Managers with professional input on the quality of their callers experience. As part of the process, HOLDCOM contacted call centers and evaluated the overall quality of the call, including the professional level of voice recordings, ease of call processing, and the potential for utilizing Message-On-Hold.

Andrew Begnoche, Director of Operations, explained, "The first impression for customers calling

with a question or problem with a particular product, demands that the quality is the best it can be and the flow of the call as efficient as possible. You can't risk a bad impression before you've had a chance to solve your client's problems." HOLDCOM can record auto attendant announcements, IVR greetings and custom Message-On-Hold programs in any language.

HOLDCOM joined SOCAP in 2004 at the urging of several clients including Kimberly Parrottino of Dannon who also attended this years conference (see photo in the *Paparazzi* section). Andy Begnoche explained, "What impresses me about this organization is the support you get from all the members. Everyone is diligent about introducing each other to new and old members alike. It's quality networking. Plus the emphasis on education is impressive." Other HOLDCOM clients who are SOCAP members include Pepsi, JVC, Customer First, and LLE Communications.

If you have a Call Center and



**Neil Fishman, President, HOLDCOM; Sheila Sullivan, 2005 SOCAP Chairman and Director of Consumer & Public Affairs, Coty / LCI Cosmetics International**

would like to learn more about having a Call Processing Evaluation, ask your Client Relations representative about scheduling a consultation to evaluate your caller experience.

If your business or organization is interested in enhancing or improving relations with customers, via Call Center, Internet, or any other medium, the solutions will most likely be found at SOCAP.

For membership information or to join, log on to SOCAP at <http://www.socap.org/Welcome/Join/memap.cfm>. Or contact Christy Elliott at SOCAP International 703-519-3700 or email her at [christy@socap.org](mailto:christy@socap.org). We look forward to seeing you in Washington DC.

## Client of the Month

HOLDCOM is proud to honor French Creek Outfitters as our Client of the Month for November 2005! Located in Phoenixville, Pennsylvania, French Creek Outfitters has been a Holdcom client since 1996.

Now celebrating their 12<sup>th</sup> year in business, French Creek Outfitters was originally established in 1993 by Michael & Kerry Friedland. Initially conceived as a hunting & fishing store, French Creek Outfitters has evolved into a family-friendly establishment, catering to many aspects of the outdoors including hunting, fishing, canoeing, kayaking, playing paintball, camping, and more.

Their large facility boasts an enormous show floor, two Video Archery Ranges, a 35-yard Indoor Archery Range, and a 10-lane Indoor Pistol Range.

Moreover, their staff treats each customer on a personal level, offering advice and knowledge regarding the customer's sport of choice.

Message-On-Hold has helped French Creek Outfitters provide that same level of customer-friendly service to their callers. Their on-hold program conveys such vital information as their store hours, current promotions, and the availability of seasonal products. In addition, their on-hold program directs customers to their website, allowing them to see images of the store and its products.

Derek Friedland, Advertising Director for French Creek Outfitters, had the following to say about Holdcom's services: "We have used Message-On-Hold to effectively promote our website and inform

customers of new features such as online gift certificates. With 75-plus incoming calls a day, it's a great way to keep our customer base in the loop. Holdcom has always been very helpful in keeping our on-hold messages updated. With monthly reminders and a very quick turnaround time, we are able to update our message with minimal effort on our part."



Congratulations again to French Creek Outfitters!

800 - 666 - 6465

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



## Employee Spotlight!

Joe Gummere, Senior Audio Producer, began his career at HOLDCOM in March 1994. Throughout the day, Joe oversees the Production Department's activities and monitors the progress of the Technical Support Department.



Responsible for Recording, Editing, and Mastering Productions, Joe prioritizes projects for fulfillment, manages special projects, and provides client and vendor support. He also instructs his team members on the proper use of production tools and how each fits into the overall production schematic, and encourages them to take on responsibilities that may be foreign to their skills set. To help his team, Joe has authored procedures and training materials for process and quality consistency.

"The people in my department are friendly and easy to work with," Joe states. "Our team gets the job done and we regularly exceed client expectations." As a veteran employee, Joe attributes the success of HOLDCOM to "Our commitment to quality, staying ahead of the curve in our industry, and continuous improvement in our processes, as well as our willingness to accept change and embrace new ideas and technologies." Joe acknowledged the friendly professionalism of HOLDCOM representatives in all departments and the quick turn-around and consistent production quality, which gives clients the confidence to update regularly.

Outside of his busy days at HOLDCOM, Joe enjoys spending time with his 6-year-old son Joey. Together they play in their band *The Joe Aliens*; watch football, NASCAR races, golf and Animal Planet, and make each other laugh. Other interests include: golf, running, fishing, kayaking, working on home improvement projects with his wife Barbara, engineering music recordings, and producing multimedia projects.

## Fall Remedies

contributed by Louanne Frederickson, Audio Producer

"Nature cures the cold...the remedy only amuses the patient!" -Anonymous

Most of us can manage to do our jobs with a cold – but a voice with a cold is a real problem in our business! Voice artists have to be healthy to perform – and when they get sick, the remedies are only amusing if they work fast. I have picked up many little tips from the pool of voice-over (non-medical) professionals that we work with here at HOLDCOM. Here are a few that have seemed to work for me:

- Wash your hands frequently - yes, even after you have a cold. Hand washing helps to rid your hands of your own germs, which continue to reinfect you and make your cold last longer. Change your toothbrush, too.
- I've found that eliminating dairy products from my diet can help me avoid or lessen sinus and chest congestion while I have a cold. Dairy products are generally thought to be a contributing factor to the manufacture of phlegm, the substance in your system that makes up congestion.
- In my experience, cutting back on sinus and cough medicine allows the congestion to break up and move out of my system. I believe some cold medications can actually slow this process and prolong the cold. Aspirin and non-aspirin pain relievers, which are designed to reduce inflammation, may help sinuses drain, but of course, take them according to directions, and keep your box of tissues handy!

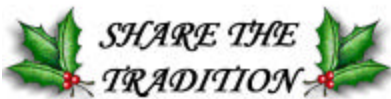
The next time you're waiting for nature to cure your cold, we hope you find some of these remedies amusing – and effective!

Louanne Frederickson has been one of HOLDCOM's top Producers for Message-On-Hold and Voice Production since 2000.

**REMINDER:** HOLDCOM will be closed November 24<sup>th</sup> & 25<sup>th</sup> in observance of the Thanksgiving holiday.

## Thanksgiving – Historical Facts

- \* Thanksgiving dates back to 1621, a year after the Puritans arrived in Plymouth, Massachusetts. After that, Thanksgiving festivals continued throughout colonial and early American times; however, the holiday was not celebrated every year.
- \* In 1827, Sarah Josepha Hale, editor of *Boston Ladies' Magazine*, began a campaign to have Thanksgiving Day permanently proclaimed as a national holiday.
- \* In 1863, amidst the Civil War, President Abraham Lincoln appointed a national day of Thanksgiving to be observed on the last Thursday in November. Subsequent presidents issued their own annual proclamation to set the date of Thanksgiving.
- \* In 1941, a joint congressional resolution *officially* set the date of Thanksgiving as the fourth Thursday in November.



SHARE THE TRADITION

With a Holiday Message-On-Hold Makeover!



Ask your HOLDCOM Script Consultant For Details!

### NOVEMBER MILESTONES

#### Birthdays:

Joe Pietsch - Nov 5<sup>th</sup>  
Vito Pecoraro – Nov 17<sup>th</sup>  
Andy Begnoche – Nov 19<sup>th</sup>

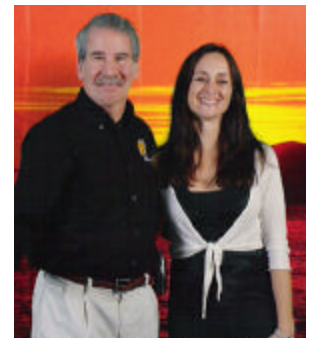
#### Anniversaries:

Steve Brown - HOLDCOM Employee for 2 Years!

### PAPARAZZI! SOCAP EDITION!



Clockwise from left: Neil Fishman, President, HOLDCOM; Wade Houser, Senior Sales Consultant, Prosodie Interactive; Dana Allender, Director of New Business, Infocision Management Corp; Allen Martin, California State University; Tom Zapf, Director of Consumer & Government Affairs, Macys; Paul Levesseur, Account Manager, Prosodie Interactive; Andy Begnoche, Director of Operations, HOLDCOM



Neil Fishman, President, HOLDCOM; Kimberly Farrottino Assistant Manager of Consumer Affairs, The Dannon Company

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