



The **HOLDCOM VOICE**®

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Capitol Networking

Last month, Andy Begnoche and Neil Fishman represented HOLDCOM at the three day SOCAP SYMPOSIUM 2006 in Washington DC, networking with SOCAP members, visiting vendors, and sitting in on a variety of inspirational plenary presentations and educational breakout sessions. Andy and Neil were treated to a wine tasting event at the Embassy of Argentina, a tour of D.C., and a performance at Union Station by the popular and hilarious troupe, CAPITOL STEPS, delivering their side splitting political satire of the Bush administration.

SOCAP (Society Of Consumer Affairs Professionals) is dedicated to "advancing customer care through education and networking". As a member of this prestigious organization, HOLDCOM is learning the latest customer-driven management techniques to help serve our valued

clients even better. HOLDCOM has exhibited at previous conferences and even hosted a breakout session at the New York conference last year.

SOCAP has numerous Chapters through the United States, as well as affiliates internationally, including Europe, Canada, and Australia. SOCAP's membership consists of nearly 3000 consumer affairs and customer service professionals, representing more than 1500 companies. Included among HOLDCOM's clients are SOCAP members DANNON, JVC, INTELLIVERSE (formerly VOICECOM), CUSTOMER FIRST, PROSODIE, TELERX and LLE.

HOLDCOM is proud to be a member of SOCAP, the global authority on customer care, and we look forward to attending the 2006 SOCAP ANNUAL CONFERENCE scheduled for October



15th -18th at the Canada-Westin Harbour Castle Hotel in Toronto, Canada! If you would like to learn more about SOCAP, visit their website at www.socap.org, or speak with a HOLDCOM Client Relations representative, Neil, or Andy.

introducing...

HOT BUTTONS!

Need quick access to the VP Store? Script help? Want to print out this Newsletter? Now you can do all of that and more with one simple click! Check out our new "Hot Buttons" feature at the top of this issue of The Holdcom Voice!

Oddcast
CORNER



Check out the latest collaboration with HOLDCOM partner, Oddcast Technologies:

http://www.heliosproperties.com/our_developments.asp

CLIENT OF THE MONTH



HOLDCOM congratulates FNB as our "Client of the Month" for June 2006! Since 1998, FNB has greatly benefited from HOLDCOM's Message-On-Hold services. As one of the largest publicly held commercial bank holding companies based in the Commonwealth of Virginia, FNB currently operates 26 full-service branch offices and two loan production offices. In addition, they offer services around the clock through a network of over 50 ATMs, FNB Xpress Phone Banking, and FNB OnLine Banking. Recently, FNB launched a new branding campaign as their affiliated branches converged under one name. HOLDCOM helped spread the message to their callers via their on-hold program, announcing FNB's new marketing slogan – "FNB. Your Bank. Today. Tomorrow. Together."

Since becoming a HOLDCOM client, FNB has strategically utilized their Message-On-Hold program to promote their banking products and services, and to feature special timely offers. Message-On-Hold has also been an excellent medium for FNB to share information with their callers about the bank's involvement in various events. For instance, FNB's participation in the annual American Cancer Society's "Relay For Life" was highlighted in a past program. And, at the end of each calendar year, FNB uses their on-hold message to wish clients and potential clients "Happy Holidays".

Geneva Cox, Senior Vice President and Director of Corporate Marketing, had the following to share about the bank's relationship with HOLDCOM: "They do a very good job in representing our products and services in an attention-getting manner. The wait that our callers experience is minimized by the fact that they're hearing specific information that will benefit them. And our callers often comment on the pleasantness and professionalism of our messages. HOLDCOM has always been very user friendly. The staff is most polite and willing to assist in any way possible. They frequently call to see if we would like to update our messages and music, so that we can take full advantage of their service. And they even assist in writing the scripts. We highly recommend HOLDCOM to any company who needs to place their clients on hold." Congratulations once again to FNB!

Employee Spotlight!

Vito Pecoraro joined the HOLDCOM team in October of 2004. As a member of the Client Relations Department, Vito's major duties entail recruiting new Message-On-Hold clients and assisting our existing client base with upgrades and program pricing. In addition, Vito monitors our clients' Message-On-Hold programs to ensure they reflect the highest sound quality possible. He also provides troubleshooting assistance to clients when setting up their on-hold equipment or when experiencing technical issues.



Speaking with clients who are extremely happy with our services is Vito's favorite part of his work day. Vito cites that our company-wide attention to detail and our outstanding commitment to our clients have resulted in HOLDCOM's success.

Outside of the office, Vito enjoys spending time with family, friends, and his pet dog Nina. He also loves to cook and go out dancing.

Summer Safety

Enjoying the warmer weather? HOLDCOM would like to remind you to practice summer safety now that you're spending more time outdoors.

- Make sure the playground surface is cushioned for your children with rubber floors, rubber mulch, or grass and that the equipment is in good working order and not rusty or falling apart. Check the bolts to make sure they are all intact.
- If you own a trampoline, clear the area around it and do not place the trampoline near objects like trees or your home. Also, place a frame pad around the entire area of the spring system.
- Place a flashing light or reflective material on bikes so riders can easily be seen.
- Apply sunscreen and keep reapplying the sunscreen every two hours.
- Wear a helmet when riding a bike, scooter, or skateboard.
- Dress in lightweight clothing to keep cool.
- Always take precautions when swimming in the pool, lake, or ocean.
- Stay hydrated when outside.
- Apply bug repellent to ward off mosquitoes. Insect repellents with DEET are the most effective and they should NOT be used on children under the age of two.

HOLDCOM has an array of health and safety tips for the summer months. Ask your Script Consultant about adding them to your next update.

Seasonalize Your Script!

The warm weather has brought everything in full bloom and given us a fresh look at chores that need to be taken care of around the house or at work. So why shouldn't the same pertain to your Message-On-Hold program? Ask your Script Consultant for a copy of your current message so you can review exactly what's being said. Are the years of business up-to-date? Do you mention outdated products or services or untimely promotions? Give the content of your script the fresh new sound it deserves by revising your verbiage and changing the voice and music. Message-On-Hold reflects your business... how do you want to sound?

Script Writing Tip #3

Know your callers. Your Message-On-Hold program should be informative, interesting, and - in appropriate cases - entertaining to them. The more you can inform your HOLDCOM Script Consultant about your usual type of caller and the general nature of their calls, the better able we'll be to devise a script that will achieve your objectives.

Please note that **HOLDCOM will be closed July 3rd - 4th in observance of Independence Day.**

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This month's contributors include Megan Andriulli, Neil Fishman, Rob Lefever, John Falcone, Andy Begnoche, Stacey Caropreso, Steve Brown, and Harvey Edelman.

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