



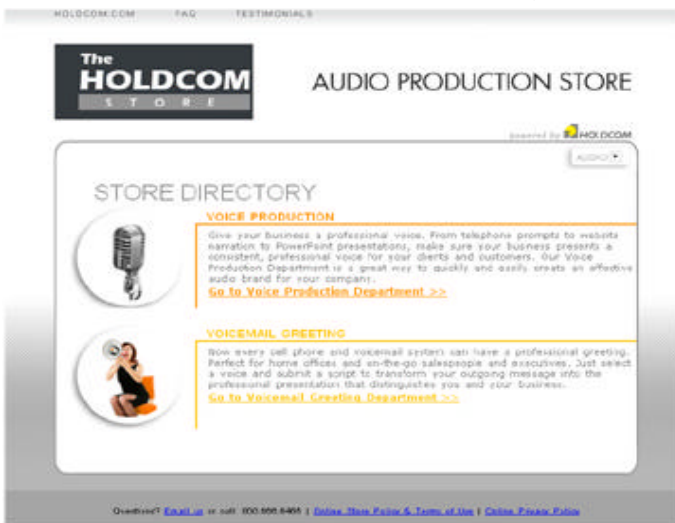
# The **HOLDCOM VOICE**®

[Print Version](#)
[HC Website](#)
[HC Store](#)
[Survey](#)
[Client Rel.](#)
[Sales](#)
[Scripts](#)
[Tech Support](#)

## HOLDCOM Harnesses E-Commerce to Generate Customer Satisfaction and Partner Opportunities

Following months of programming and beta testing, HOLDCOM has released the latest version of its on-line Audio Production Store. The on line store, dubbed "Project Super

Store" was unveiled at a ceremony at HOLDCOM's weekly staff meeting on Monday October 23<sup>rd</sup>. The entire organization was in attendance to see and experience the latest version of HOLDCOM's Audio Production Store.



Open for business at [www.audioproductionstore.com](http://www.audioproductionstore.com), the store has a new look, new features, and a new department for production of Voicemail Greetings. The store is the perfect place to get your voice production job for your call processing, web audio, or Powerpoint turned around quickly and efficiently.

Resellers should be sure to ask about the new password protected Resellers Store, which includes our complete range of products and services, as well as branded, partnerstore opportunities for select resellers, associations, and affiliates. (Contact Andy Begnoche' at [andyb@holdcom.com](mailto:andyb@holdcom.com) or 800-666-6465 x205) It's a whole new, virtual world. Be part of it with HOLDCOM, the leader in Message-On-Hold and Voice Production services, worldwide.



## CLIENT OF THE MONTH

HOLDCOM is proud to feature Advancial Federal Credit Union as our November Client of the Month. Since 1999, HOLDCOM has been providing Message-On-Hold services for all of their locations throughout Texas, Arkansas, and Louisiana.

According to Jenny Calvery, Marketing Specialist, "Using Message-On-Hold has given us just one more way to communicate with our members. The on-hold system allows us to promote products and services as well as relate important account information to those who call in."

Despite the growing world of on-line banking, account holders will still have questions and a need to phone their branch, which is why HOLDCOM is

proud to be the leading Audio Specialist for hundreds of banks, mortgage companies, credit unions, and investment institutions including Advancial Federal Credit Union.

HOLDCOM has been honored to promote the services for Advancial Federal Credit Union throughout the years and throughout the evolution of banking.

Calvery concludes with "The staff at HOLDCOM is always accommodating to our needs and our schedule. They have all been incredibly easy to work with as we create messages to promote the Advancial brand and products. Message-on-Hold has become a valuable tool for member communications."

Congratulations Advancial!

## Financial Focus

If your organization is in the financial industry, statistics show that implementing a professional Message-On-Hold program or professional IVR or ACD announcements, will improve caller satisfaction. Below is a partial list of HOLDCOM clients in the financial industry.

### **Mortgage**

- Garden State Mortgage
- Mortgage Express

### **Credit Union**

- First Financial
- Deepwater Industries FCU

### **Private and Public Accounts**

- Bartolomei Pucciarelli

### **Traditional Banking**

- FNB
- Lakeland Bank
- Provident Bank

If you'd like to learn more about adding a custom Message-On-Hold solution to your business or would like to receive a free IVR analysis, be sure to contact our Client Relations department today.

## VOICEOVER SPOTLIGHT!

November's featured voice talent is Jody - a fresh newcomer to HOLDCOM but a veteran of voice over work. After graduating from Boston University, Jody worked as a journalist with a radio station in Massachusetts. Soon moving into voice over work, she has for gained over 20 years. Reaching out to HOLDCOM on an unrelated matter, her phone voice prompted an audition request.

Jody finds that one of the most interesting aspects of working as a voice over talent is "looking at the profile directions and trying to be that person...these are great challenges". However, using her voice is only a small part of her career. She worked as the Director of Film and Video for the U.S. Holocaust Memorial Museum in Washington DC and at the New Jersey Vietnam Era Educational Center. Besides working with HOLDCOM, she writes, produces, and directs educational media for Pearson Education.

Her family is a crucial focal point in her life. Her husband and two children are the greatest interest in her life. She explains, "they make every day special...we take many interesting and exciting trips together". Sample Jody for your next project at [www.holdcom.com/samples/voices.php](http://www.holdcom.com/samples/voices.php).



This month's Oddcast Corner features our spotlighted voice over, Jody!

<http://jeepcompasskaraoke.com>



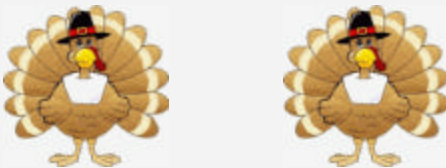
## TALES FROM TORONTO 2006 SOCAP SYMPOSIUM

Neil Fishman (President) and Andy Begnoche (Director of Operations) recently represented HOLDCOM at the 2006 SOCAP INTERNATIONAL ANNUAL CONFERENCE, held from October 15th through 18th at the Westin Harbour Castle in Toronto, Canada. As with previous SOCAP conventions, this three-day conference offered numerous opportunities to learn, network, interact and get inspired by members of one of the most "customer centric" organizations in the world...the Society of Consumer Affairs Professionals. General Session keynote speakers included author/coach Barbara Sanfilippo, former game show host Bob Eubanks, and the "superfantastic" motivational dynamo Keith Harrell!

SOCAP is dedicated to "advancing customer care through education and networking". HOLDCOM has been a member and exhibitor for over three years and hosted breakout sessions at previous conferences. SOCAP has numerous Chapters through the United States, as well as affiliates internationally, including Europe, South America, Canada and Australia. Included among SOCAP members are HOLDCOM clients DANNON, JVC, PEPSI, INTELLIVERSE, GROUCAST, VIEWPOINT BANK, CUSTOMER FIRST, PROSODIE, TELERX and LLE.

We look forward to attending the 2007 SOCAP ANNUAL CONFERENCE scheduled for April 15-18 at the Symposium in San Antonio, TX, and the Annual Conference in Palm Springs, CA, October 7-10. If you would like to learn more about SOCAP and how your business and customers can benefit from this valuable organization, visit their website at [www.socap.org](http://www.socap.org), or speak with Neil or Andy.

## ORDER YOUR HOLIDAY PROGRAM!



### Turkey Day is approaching...

...and that means its time to plan for your Message-On-Hold program for the Holidays! Not sure if your account is active? Check with your Client Relations representative. They'll be happy to help you HOLIDAYIZE your Message-On-Hold program. Call 800-666-6465 today!

## PAPARAZZI: SOCAP EDITION



**Joe Burdon & Izzy Collins Senior Account Representatives with InfoCision.**  
InfoCision is an outsourced call center for Commercial Marketing & Not-For-Profit Fundraising organizations.  
[www.infocision.com](http://www.infocision.com)



**Joy Eades, Senior RD&E Contract Analyst, Philip Morris USA & Matt Sanders, VP Business Development with Protocol.** Protocol is an Integrated Direct Marketing and Customer Care Solutions.  
<http://protocolmarketing.com>

## NOVEMBER MILESTONES

**Anniversaries**  
Steve Brown - 3 years

**Birthdays**  
Joe Pietsch - 11/5

Vito Pecoraro - 11/17  
Andrew Begnoche - 11/19

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

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