



The Voice Of Your Business



Promotional Offer
Ends May 31st, 2013

The Brand Booster

4 message updates per year
(3 message changes plus free holiday update)

Our expertise is in helping you define your brand and shape the personality of your business. Over our 20 years in the business we've learned that forcing too much information on your callers diminishes the effectiveness of your advertising efforts. Providing your customers with more of what they need and less of what they don't is the key to obtaining measurable results.

The Brand Booster on-hold messaging system focuses on the strengths and dynamic features of your business to create targeted, memorable advertising. Our unique discovery process allows us to learn *who* you are, *what* your marketing goals are, and *how* to help you achieve them.

Brand Boosters Include:

- 4 minute productions with 5 custom scripts
- Professional copy writing, voice talent and production
- **Free** USB message player hardware included (updates are emailed to ensure fast turnaround)
- **Free** holiday message included

1 year booster
\$799 per year

If you have multiple locations, a custom proposal can be prepared and multi-location discount rates will apply.



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Visit www.holdplease.com
or email info@holdplease.com
for more info

Contact us today!
Phone: 519.972.7171
Fax: 519.972.5149

Toll Free: 1.800.HOLD.FYI

Tips & Tricks

To Get The Most Out Of Your Business Phone

1. Focus on the most exciting aspects of your business, and the most important message that you want to give to your callers.

The average person is hit with between 3400 and 4000 commercial impressions each day. Getting your target audience to notice you is a tough endeavour, and even tougher still to engage them. On-hold messaging puts you at a significant advantage in that your target audience has already noticed you, and willingly engaged you when they made that phone call. Now is the time to excite them with information about your latest products and services, industry developments, what sets you apart from the competition etc.

In the digital age, static information is everywhere and is available 24/7 through websites, printed brochures, business cards etc. Every second spent on hold is a timely opportunity. By focusing on the right elements you can boost your brand image and improve the effectiveness of your on-hold message.

2. Increase awareness.

Customers may know you for a specific product or service but are unaware of other areas that you can assist them. On-hold messaging is a great way to keep your customers in the loop and inform them of new business developments and product offerings.

3. Develop better customer relationships.

In this competitive, cost driven economy it can be difficult to keep customers coming back to your business for the products and services they need. A positive on-hold experience will show your customers that you value their business and their satisfaction is important to you.

Why hpc? We Listen, So You Will Be Heard!

- We take the time to research your industry and develop an understanding of the needs of your business
- With 20+ years of experience hpc is a proven industry leader in service & customer satisfaction
- Broad experience across multiple industries maintaining Preferred Vendor status to several associations
- All announcers are experienced broadcast professionals with radio and television background
- Accredited Recording Engineers with 16 + years of experience
- Proprietary music label to avoid music licensing costs that competitors must pass on to you

Hold Time Calculator

Have you ever wondered how much valuable advertising time you are missing out on by not utilizing an on-hold Message? We think you'll be surprised. Visit <http://hold-please.com/moh-calculator/> to calculate your monthly average hold time.



Is on-hold messaging worth the expense? **You tell us!**

Below is a comparison of cost, target market coverage and actual exposure of the average print ad and an on-hold message system.

	Approx. Monthly Cost	Duration Of Ad	Exposure Area	Audience	% Reached	Comments
 On-Hold Messaging Brand Booster to run for 1 year	\$66	One Year	International	Unlimited	100 %	-captive audience hears only about your business -100% audience reach -global coverage
 Print Advertising Business card sized ad to run for 1 month	\$800 +	One Month	Local Area Only	100,000	???	-small ad amidst other small ads. -full audience not reached. -limited coverage

Why **MOH** Is Important For Your Business

The average person will spend 1.2 years on-hold.
Womens World Magazine

7 out of 10 business callers are placed on-hold.
Inbound/Outbound

8 to 15% of a company's customer base is lost each year, 68% is due to indifferent or negative phone treatment.
Oren Harari of The Tom Peters Group

After an average of 1 minute and 55 seconds of hold time most callers hang up annoyed – 34% of those callers who hang up will not call back.
Small Business Chronicle

Callers stay on the line up to 25% longer when provided with On-Hold Messaging versus “dead air” or “background music,” and up to 17% longer than radio.
Infomax, Inc

Customers left on-hold without any background music felt that a 30-second on-hold call actually lasted 90 seconds. Furthermore, customers thought a 30-second on-hold call that used music-on-hold last only 15 seconds.
AT&T

When callers are presented with On-Hold Messaging vs. silence or a radio commercial they will stay on-hold longer, they are more likely to exhibit interest in the product advertised, they are more likely to retain information, and they are less agitated.
Jefferson Denneandrus Research

Executive spend 15 minutes a day or 60 hours per year on-hold.
USA Today

88% of callers preferred on-hold messages to other hold options, and 16 – 20% made a purchase based on an on-hold offer.
Stan Rapp and Tom Collins of Maximarketing

88% of callers surveyed want to hear product information on-hold and will stay on the line longer if provided with this information. Roughly 16-20% said that they have purchased additional products based on information they heard while on-hold.
Sales & Marketing Management

41% of American consumers have initiated a purchase over the phone in the last year.
American Teleservices Association

94% of all marketing budgets are spent on inducing a customer to call, while only 6% is spent on handling the call once it is received.
Inbound Telephone Call Center