

Message On Hold Tips

Need help deciding on what to communicate in your on hold message? Use these tips to help you get ideas – but don’t worry, we provide a full script writing service to formulate your hold message:

- Launch a new product or serviceCreate a pre-launch buzz around your new product or service, by talking about its benefits to the customer on your on hold phone message.
- Up sell and cross promoteThink of add-on products and services that people might not know you provide and increase your sales.
- Promotional offersDon’t forget to let your customers know about your new promotional offers or sales items. Your on hold message is a cheaper alternative to mainstream marketing, and you have a captive audience listening to your offer.
- Community involvementDo you donate to charity, sponsor a local sports team or participate in a fundraising event? Let your customers know about the other activities that your business is involved in.
- Brand and relationship building

Think about your brand and company feel that you want to communicate. You might want to include some interesting or funny industry trivia. Consider how you can connect with your customer through your on hold message.

- Awards, achievements and news

Has your business obtained an industry award, joined forces with a new supplier or won a new contract? Talk about your news and what this means to you as a business and to the customer.

- General business informationCommunicate your opening hours, location and website address for example. Maybe you have a list of frequently asked questions (for example, availability of parking) that you could answer on your phone message. To hear what your on hold message could sound like, [click here](#).