

ON-HOLD AUDIO

Professional telephone hold audio and IVR for business 01225 470011

Order a free demo for your business

If you would like to hear how your business would sound with a professional on-hold audio package made at Sounds Visual, you can order a free MP3 demo. To order yours just head to <http://www.soundsvisual.com/order-free-hold-audio-demo-business/>

Phrases to avoid

Various surveys have suggested that certain phrases really irritate customers waiting on-hold. Contenders for this dubious prize include things like 'Your call is really important to us'...Think about what you find really irritating and perhaps avoid them in your company on-hold audio. Also please let us know your thoughts.

Scripting Service

If you would like Sounds Visual to script up your prompts please send us some bullet points of the messages you would like to get across. It's also useful if you provide us with links to your website for further information.



Professional On-Hold Audio Made Easy

How to keep your customers informed

Sounds Visual has been producing telephone hold audio for businesses around the UK for over 20 years. We offer a friendly experienced service to create the right telephone hold experience for your clients.

- High quality audio - competitive prices
- Choice of quality music
- On-Hold, IVR, Out-Of-Hours & Voicemail
- No-PRS licence required to use the music
- Choice of pro voiceover artists





What's the difference between on-hold and IVR

On-Hold audio is usually used to describe the music or messages that you hear when placed on hold. IVR (Interactive Voice Recognition) on the other hand are the options you hear when you call a business. For example, please press 1 for sales, 2 for accounts etc.

Contact Sounds Visual

- Email: jono@soundsvisual.com
- Web. www.soundsvisual.com
- Phone. 01225 470011

Other Audio and Voiceover Services

At Sounds Visual we can provide you with voiceovers for radio commercials, tv ads as well as music, sound effects and professional voices for promotional videos, YouTube videos, explainer videos, training and e-learning. To find out more please contact Jonathan on 01225 470011 or email jono@soundsvisual.com

- Scripting service available
- No contracts
- Change and update your messages whenever you like
- Fast turnaround times
- Free friendly advice

10 Top Tips for successful on-hold audio

1. Use a professional voiceover
2. Choose music or a soundscape that represents your brand rather than something you like.
3. Think about your customers. Apart from reassuring them you won't be long, what information would actually be helpful to them.
4. Keep the voiced messages short and concise.
5. Avoid the phrases that drive you mad when you're on hold. Surveys have suggested that phrases along the lines of 'your call is really important to us' irritate customers.
6. Making your messages personal creates a connection between the company and caller.
7. If you're unsure about your writing abilities it's worth paying a professional to script up your prompts. Your on-hold production company will be able to help.
8. Don't be afraid of humour if it's appropriate for your brand.
9. Plan to change your messages when necessary to keep them up to date with your company.
10. See No. 1

