



---

## **On hold marketing Guru Newsletter**

Issue no 7 – January 2005

### **The On-Hold Marketing Guru**

A quarterly newsletter full of sound advice and marketing tips to help you improve your on-hold marketing strategy.

---

#### **In this issue:**

##### **Highlight:** Afraid of Being On Hold

- What's new: The New Year ... and a thank you
  - Mike's Wine pick
  - Shameless Plug
  - A word from our sponsor
- 

#### **What's new:**

Welcome back to work ... for most of us December is a blur and January is not much better – but by now we are finally getting back into the swing of things, whether we like it or not. As we gear ourselves up for another year we also take a moment to look back at the previous one. So for all of you new clients thanks for giving us the chance to serve your on-hold needs; for all those continuing clients, we're glad you've come this far with us and look forward to serving you in the future; and finally for those of you not on board yet – what are you waiting for? Here's looking ahead to 2005 and another successful year. Cheers!

#### ***Getting on its' case ...***

All of us could take a lesson from the weather. It pays no attention to criticism.

---

#### **Highlight:** Afraid of Being On Hold

The title of this article is not about callers it's about businesses. A number of business owners, presidents, vice-presidents, and CEO's that I talk with tell me that their company *never* puts callers on hold ... alright, so let's forget for a second the studies that show that on average 70% of all business callers *are* put on hold; that all large corporations cue people up like cattle; or that most companies have a receptionist who, when putting the call through to whomever you've asked for, inevitably puts the caller on hold.

Every company puts people on hold ... every ... single ... company. Not every caller, not every time, but every company puts people on hold. Whether it's moving from one person to another, while searching for the appropriate information, or just waiting for Mr. Smith to pick up the phone – you put customers on hold. If you want confirmation just ask your customers this simple question – “have we ever put you on hold?” They will inevitably answer in the affirmative. So why the denial by so many companies?

These days people are tired of the automated attendant and the feeling that they are shunted from department to department, person-to-person getting nowhere fast. Companies have become afraid of losing their current customers in this highly competitive world ... but it's not the act of putting a caller on hold that'll lose you these customers, it is the rushing them through so you can get to the next caller that annoys them. It is the feeling that their concerns are not being addressed properly and given the right amount of time for a

satisfactory solution. Customers hate sitting on hold when they feel it's not getting them anywhere. They also don't like it when they're not sure whether or not they've been hung up on. Take the extra time to deal with your customers properly and they won't mind the wait.

### ***Signs that you have grown up ...***

6:00 AM is when you get up, not when you are going to bed.

---

### **Mike's Wine pick**

This time 'round I have a marvelous wine for you (not that I don't always) – Chateau des Charmes' 1999 Cabernet-Merlot from Ontario's Niagara-on-the-Lake region. This red wine is fantastic ... smooth, easy to drink with mild tannins. It should continue to age gracefully for the next 2 – 4 years (according to the winemaker); but it is drinking beautifully right now. You'll find this nectar of the Gods at your local LCBO in the Vintages section or visit the winery to get yourself a bottle or two, and while there try some of their other exquisite "juices".

---

### **Shameless Plug**

Custom Sound Impressions can make your customers waiting time more enjoyable and in turn garner you more business. Our messages are structured to your callers and the message times are geared toward the length of time you have them on hold – from 10 seconds, 100 seconds, or more ... whatever your hold time really is, we can really fill it with the right message.

**A word from our sponsor** – Enjoy - Warning: may offend some listeners

Click the link below to begin downloading immediately, or copy and paste the link into your browser to hear "a word from our sponsor".

[http://www.customvoicing.com/audio\\_files/sponsor\\_7.mp3](http://www.customvoicing.com/audio_files/sponsor_7.mp3)

---

Well yet another newsletter has been put to bed – and in truth that is where we should all be hiding out until this cold weather passes us by. Next time we will discuss the "ideal" on-hold time for callers ... before then see if in your mind you can guess what it is. Until March ... stay warm!

---

### **Feedback ...**

We invite your comments and feedback on the highlight article or any other part of this newsletter. Send to [guru@customvoicing.com](mailto:guru@customvoicing.com)

### **Quick Links**

On the web <http://www.customvoicing.com>

Our audio samples <http://www.customvoicing.com/audiosamples.html>

### **Contact us:**

Michael Pinkus – [mpinkus@customvoicing.com](mailto:mpinkus@customvoicing.com)

President, writer, producer, voice talent, Guru

Opt-out : send an email to [guru@customvoicing.com](mailto:guru@customvoicing.com) with the words 'remove me' from the subject line.

### **Custom Sound Impressions**

Custom Writing – Sound Advice – Great Impressions

2  
© Custom Sound Impressions 2004