

# The Wonders of On-hold Music

## They Prefer It

On-hold music is like Marmite, you either love it or you hate it, and hate as you may but with a survey citing 73% of UK callers prefer to hear music rather than the deafening silence of monotonous waiting, you may want to consider it.

# 73%

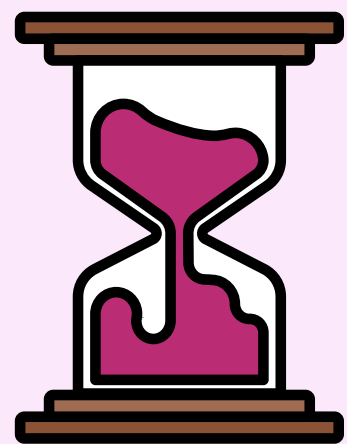


## Keep Customers Happy

Studies reveal that on-hold music aids greatly in helping your business maintain engagement with customers, manage moods and of course kill the dead space when waiting.

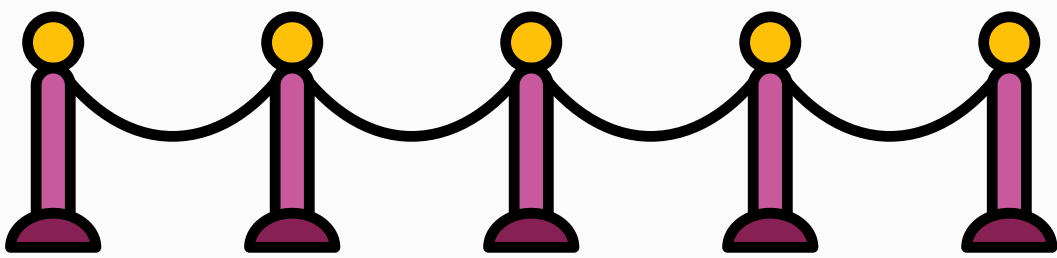
## Do Some Waiting Time Magic

One of the most important benefits of on-hold music is that it alters a callers perception of time. With a calm jingle playing in the background, customers are more likely to view what was a 10 minute wait to be akin to a 2 minute wait.



## Record Custom Messages

And magic doesn't just stop with music! By recording custom messages for your customers to listen to while they wait, they're more likely to stay on the line.



As well as adding custom messages, you can also add a queue feature which alerts customers to their position in the line. This is helpful if you find that most customers hang up after a few minutes of waiting. A lowering number shows that although they aren't speaking to someone yet, their presence is not ignored.

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