

Overview

On Hold Marketing allows a business to communicate any product, sales, or company message to customers, whilst they are on hold.

Explained

While a customer is on hold, rather than listen to silence or music, companies can advertise other products or special offers. On Hold Marketing is easy to set up; the customer simply agrees the content of the message(s) they want to promote and selects the voice and music they require. A professional voice recording is then produced and loaded onto their telephone system.

Each voice recording is made up of segments of approximately 30 seconds of speech which can be played to the customer while they are on hold.

An example . . .

Music followed by "At Good Value Hotels Ltd we are offering weekend breaks, 3 nights for the price of two, please ask for more details" followed by music, followed by "Need a Christmas Party venue? Please ask for details of our legendary banqueting rooms" followed by music.

Target Market

Any business with a minimum of 100 All business customers irrespective of size; the only requirement is a phone system that can facilitate an MP3 player.

Features

- Easy to set up and amend messages, as required
- Cheaper and longer lasting than other advertising channels
- Targeted advertising as the customer has already shown an interest by making the initial contact
- Presents a professional image

Business Benefits

On Hold Marketing is ideal for any size of business, whether a hotel advertising restaurant offers or weekend breaks, a bank or financial services company promoting new account options and interest rates, or a garage advertising deals on servicing. The possibilities are endless and the customer can make changes throughout the year to cover seasonal marketing trends..

Why Manx Telecom

Manx Telecom is the Isle of Man's largest telecommunications and Internet provider, offering the full range of fixed line, mobile and data services to consumers and businesses.

Manx Telecom has developed a portfolio of services which provide businesses with the tools necessary to increase productivity, reduce costs, and win and retain customers.

summary

Pricing

Description	Set up (ex VAT)	Monthly rental (ex VAT)
Production of each voice segment	£95.00	NA
Optional Support Cover	NA	£10.00
Loading of subsequent segments (if support cover not taken out)	Time related charges	NA
MP3 Player	£150.00	NA

Feature	Description	Explanation
Support	Tel: 624 624 Email: servicecentre@manx-telecom.com	Faults in the service can be reported 24x7x365

Contact: Tel: 624 624; Email: sales@manx-telecom.com
For expert advice or information give us a call or email.

manx telecom

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