

TeleBrandingSM *On-Hold*



Callers left to silence feel they've been forgotten.

It's a proven fact that 50% of callers hang up before someone returns to the line, if they only hear only silence on hold—and 66% of them never call back!

What are callers listening to on-hold?

MP3s? CD's? Dead-silence? Any one of these may cause premature hang-ups and an unnecessary loss of business.

Playing a radio station on-hold?

If you're playing a radio station on hold, consider what your callers are hearing: Depressing news stories? Abrasive DJ's or music? Competitors' advertising?

Besides, your firm is subject to serious fines unless annual licenses are obtained from ASCAP, BMI, or other licensing agencies. This is true for all forms of published music, regardless of which media you choose.

Consider the time callers spend on hold.

- What is all of this customer time worth to your business
- Think of how much effort and money you spend to get them to call you in the first place!
- How much does this time add up throughout the day, month, year?

Put this valuable caller time to work for you!

Use this valuable time to:

- Boost the image of your company.
- Promote your products and services.
- Reassure callers they are important.
- Put callers in a better frame of mind prior to taking their call.

All of these can potentially increase sales and help grow your business!



Convert this unused time into quality, productive time, with an on hold message program from Advertel, available in a wide assortment of low-cost player and program options.

ADS-ON-HOLD® Total System Subscription, rated the "Most Comprehensive On-Hold Message Program in America". Advertel's best seller costs only pennies a call—and frequently less!

Hold, Please's® ON-LINE Stock and Semi-custom productions. Prices start at about the cost of a CD player!



PO Box 18053 • Pittsburgh, PA 15236

1-888-ADVERTEL
www.advertel.com

Can you REALLY afford to waste all that time?

Call **1-888-ADVERTEL** for a free, no obligation HOLD TIME ANALYSIS!