

# WHAT DO YOUR CUSTOMERS HEAR WHEN THEY ARE PUT ON-HOLD?

HOPEFULLY NOT SILENCE.



When callers hear messages on the line, they will **stay on-hold** up to three minutes longer.<sup>1</sup>

On-Hold Marketing turns idle minutes for customers into prime marketing time for you. Professional audio messages establish your credibility, free up employees, and drive customer engagement.



**15% to 20%** of phone callers make purchases based on what they hear on-hold.<sup>2</sup>

See How On-Hold Marketing Can:

- Increase caller retention with timely messages
- Reinforce your brand with unique voices and scripts
- Drive traffic to your website or place of business



Products mentioned in on-hold messages get **12% more purchase requests**.<sup>3</sup>

Hear What Our Customers Are Saying:

"I have nothing but praise for Spectrio. You are a professional group and understand our business and customers. Now when our customers are put on-hold, they don't have to hear dead silence, but information about the products and services we offer."

*Joanna Chavez, Eagle Construction and Equipment*

***Spectrio gives your callers the right message at the right time with the right sound.***

<sup>1</sup> - North American Telecommunications Association  
<sup>2</sup> - Telesales Magazine  
<sup>3</sup> - US West Communications

