



On-Hold Messaging

On-Hold marketing combines custom messaging and music that can increase call retention, promote specific services and drive revenue. Is your on-hold messaging program working as hard as it could be? Spectrio can create a professional custom program of licensed music and professionally produced messages for your business that follows your marketing plans for sales, seasonality, weather and more.

Starting at \$44/mo*

*Pricing for Members only.
One-time account setup + device activation fee applies.

EFFECTIVE CUSTOMER ENGAGEMENT

93% of callers placed on "silent hold" estimated their on hold time to be **2.5x longer** than it actually was.

Without music or messaging, **60% of callers** placed on hold will hang up and 30% of those won't call back.

Information given to customers

Want to learn more?
Request a Free Consultation

Contact Sales at (844) 857-3220 or sales@spectrio.com

spectrio.com/TheNetwork



In-Store Music has the power to influence shopper behavior and drive sales for your business. The right music will enhance your customers' experience, increase their buying potential, raise employee productivity, and save your shop thousands of dollars in legal fees. Spectrio's music experts will help you choose playlists that fit the atmosphere of your store, and create overhead messages to help you promote services and repairs.

Starting at \$45/mo*

*Pricing for Members only.
One-time account setup + device activation fee applies.

EFFECTIVE CUSTOMER ENGAGEMENT

84 percent of shoppers say music makes the shopping experience more enjoyable.

About 70% of retailers agreed that in-store music increases their sales.

Studies suggest that music with an upbeat rhythm can reduce stress hormone levels by **as much as 41%.**

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