

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.¹

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.²

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**.³

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.

¹ - North American Telecommunications Association

² - Telesales Magazine

³ - US West Communications



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On-Hold Marketing