



## **VOIP and Messages On Hold – The Possibilities are Endless**

The availability of affordable, cost effective VoIP (Voice over Internet Protocol) technology brings feature rich communications into the reach of all modern businesses - not only that, it heralds a new era for Messages On Hold.

VoIP Systems allow a new empowerment in customer communications – On Hold Optimisation.

But how is it done ?

Contemporary VoIP systems can now separate departments or queues, reception desks, or individual phone extensions and provide different messages for each – all without needing extra equipment to deliver the messages.

This means that rather than a mix of “generic” On Hold Messages which may be applied to all departments, you can now specifically target your telephone customers with messages which are meaningful to the nature of their enquiry and reason for calling.

This is wonderful for customer relationships, information management and caller satisfaction - consider this example :

I ring your company to place an order and I’m happy to wait.

While I wait, I hear one of your staff being interviewed about their role in the business, the service they provide and the exciting new products in development.

I think, ‘now that’s different’ . . . . ‘I like the way the on hold message was about the department I rang’.

Then I am answered and place my order.

Next day I ring again and ask to speak to accounts - I am transferred – it’s a short wait.

Now it gets more interesting.

This time I hear on hold messages about a ‘new on line payment system’ and other matters in relation to the accounts department who will shortly answer my call.

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So whilst the scenario above is made up, it represents exactly what can now be done with the latest telephony systems.....targeted messages on hold, based on :

- the nature of caller enquiry
- what department they want
- what individual they seek
- **what product they want**

It is the open architecture of VoIP systems that allows us to custom build your On Hold environment – one which is elegant and intuitive and can provide different messages to different customers, based on who they are, what they seek or how often they make contact.

Now there are pitfalls to consider - a word of caution : Some VoIP systems come with a standard / in-built music on hold program which repeats ad-nauseam. This is not the experience you want for your customers. So don't let this music barrage be confused with custom built Message On Hold Services.

Thinking that VoIP may be right for you? Great ! Lets customise what your customers hear and why they hear it, when they call you.

## A Message from the Team at Telemallaudio

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