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## 'Wow' factor is paying off

**M**ESSAGES On Hold has won two awards with its dedication to service.

It claims that the combination of customised programs and a choice of hardware has ensured a suitable package that can be designed for any client, regardless of their size of budget. Messages On Hold operates regular reminders to update. It tries to "wow" every client every day.

The company has been awarded the Export Award and the Office of Fair Trading's Commercial Small Business Award in the National Multicultural Marketing Awards.

Its business supplies the hardware on which on hold messages are played, in the form of traditional, cassette-based units, and digital downloads. Last year, Kym Illman and Tonya Allan invested \$2.4 million in a new production centre in Perth which services 8500 businesses around the Asia-Pacific region. The new building houses 50 full-time and 22 part-time staff servicing a turn-over of more than \$5 million a year.

Now global, its clients exist in Malaysia, China, Thailand, New Zealand and Singapore. The company is concentrating on Singapore with its four national languages, five religions and a melting pot of races.

Message On Hold has concentrated on employing staff from countries that it services. Seven of its staff speak Cantonese, Mandarin and the many other languages that feature in Singapore.

The company has used innovative guerrilla marketing techniques at a number of events reaching a huge television audience for virtually nothing.

It employed a new team of Asian voice talent to give the product a more local feel. Asian clients prefer a softer sell, with a more straightforward approach, and so the company has altered its writing.