Voice Branding

the Customer Experience with Messages On Hold

At Messages On Hold we believe in the power of the first five seconds. We believe the instant a caller is greeted on the telephone they need to be engaged. And that engagement must be continued throughout the entire call menu to deliver a clear, consistent brand experience.

Service suite

- Voice Branding
- Asian Translation Service
- Multilingual Voiceovers
- Talent sourcing
- Creative Scriptwriting

"85% of customers would stop doing business with a company based entirely on poor experience with their call management."

Genesys Global Consumer Survey

We are 100% focused on professional voice recordings for the telephone. We give you a complete scripting, translating, voicing, recording and mixing solution for one of your most important customer touch-points.

Whether you own a small business with two incoming lines or manage a 1000+ seat contact centre with a sophisticated IVR system, our comprehensive suite of products and services can be tailored to create your customer's ideal caller experience.

Product suite

- Welcome/Greeting Messages
- Promotional Marketing Messages
- Voice Prompts
- Call in Queue Messages
- Permission On Hold Messages
- After Hours/End Day Recordings
- Voicemail Recordings
- Licence-free Background Music
- Corporate Jingles

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the

Voice Branding Methodology

Every business that values its callers needs to be mindful of its Customer Experience and the opportunities that present themselves within the call flow. That's why we conduct a simple but rigorous three-step process to create a Voice Brand that reflects your brand exactly.

Language & Scripting

Firstly we examine the language used to ensure it is:

- User-friendly/Jargon-free
- Customer-service friendly
- Grammatically correct
- Reflective of your brand values

All scripting is written by professional copywriters that specialise in telephone audio (writing for the ear) and understand the subtle nuances of language.

Voice Selection & Direction

We then consider the talent.
Will they be:

- Male or female?
- Youthful or experienced?
- Light and happy or serious and reassuring?
- What languages do you require?
- What accent should they have?

Every business is different. We use your branding, customer demographics and marketing strategy to guide us in our search for the right voice over artist.

Opportunities to Market

Our team will identify opportunities to support your current marketing campaigns with targeted marketing messages at appropriate points in your system. These can be very powerful and will actually add to the flow of the system rather than detract. In identifying these opportunities we consider:

- How long has the caller been in the system?
- Will they be feeling anxious and impatient (Call in Queue) or will they be feeling relaxed and confident their query is being handled (Permission On Hold)?
- Is the message content based on their location in the call menu and therefore relevant to the caller?

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We cater for every system

PABX

Businesses with a PABX system may require:

- Permission On Hold messages
- Ambient background music
- After Hours messages
- Voicemail messages
- Sound effects
- Corporate Jingle

Auto-Attendant

We recommend the above plus:

- Welcome/Greeting messages
- Call menu voice prompts
- Marketing messages

IVR System

Contact centre managers will require all of the above as well as:

- Call in Queue messages

About Messages On Hold

Messages On Hold is an audio marketing and production company founded in 1988 by entrepreneur Kym Illman.

Delivering a premium product with a strong emphasis on customer service Messages On Hold employs approximately 100 staff across the Asia-Pacific region. Productions recorded in its 8 digital studios are heard on the phone with 13,000+ businesses in 22 countries.

The company has received numerous awards for marketing and customer service excellence whilst Executive Chairman, Kym Illman has been the recipient of an Ernst & Young Entrepreneur of the Year Award. A recognised authority on customer service, Kym has appeared on CNBC Asia and is the author of the best-selling book, The Future IS Customer Service.

"Callers presented with On Hold Messaging are more likely to exhibit interest in the product advertised, more likely to retain information and be less agitated"

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