

# Factsheet



...how to create messages for your on hold script

At Vocal Media, we know every business is different and the messages used in your on hold production are always unique, here are a few guidelines to help you decide.

## How do we create a final version of your on hold script?

We have a lot of experience creating intuitive and creative scripts for your productions but we also appreciate that you know your business and its corporate personality better than anyone, so to achieve the best result for you, we work together.

We ask you to write in basic terms what message information you would like to convey, whilst we learn about your business personality from existing media such as your website, marketing material and branding, we'll then produce a polished script for your approval.

## What kind of information can be effective on hold?

Our on hold productions intuitively reflect your corporate personality, provide a high quality environment for telephone visitors to your business, an entertaining and comfortable waiting area, as well as a great marketing space for you to inform callers of positive news, service and product promotion and alternate, more efficient routes into your business.

With our sparkly messaging, your on hold production will pay for itself many times over!

Here are a few essential areas to cover when thinking about your own unique messages.

- How would you like to welcome your callers?
- How would you like to thank them for holding?
- What services would you like to promote?
- Do you have any recent company highlights?
- Do you have online services to promote?
- Do you use social media, where can you be found?
- Identify situations needing your solutions
- Do you have new products to promote?
- What is unique about your business?
- Opening hours & delivery information
- Quality and standards, accreditations etc.
- Could you answer frequently asked questions?

If you would prefer, we can create your script for a small script writing fee, then it's all done for you!