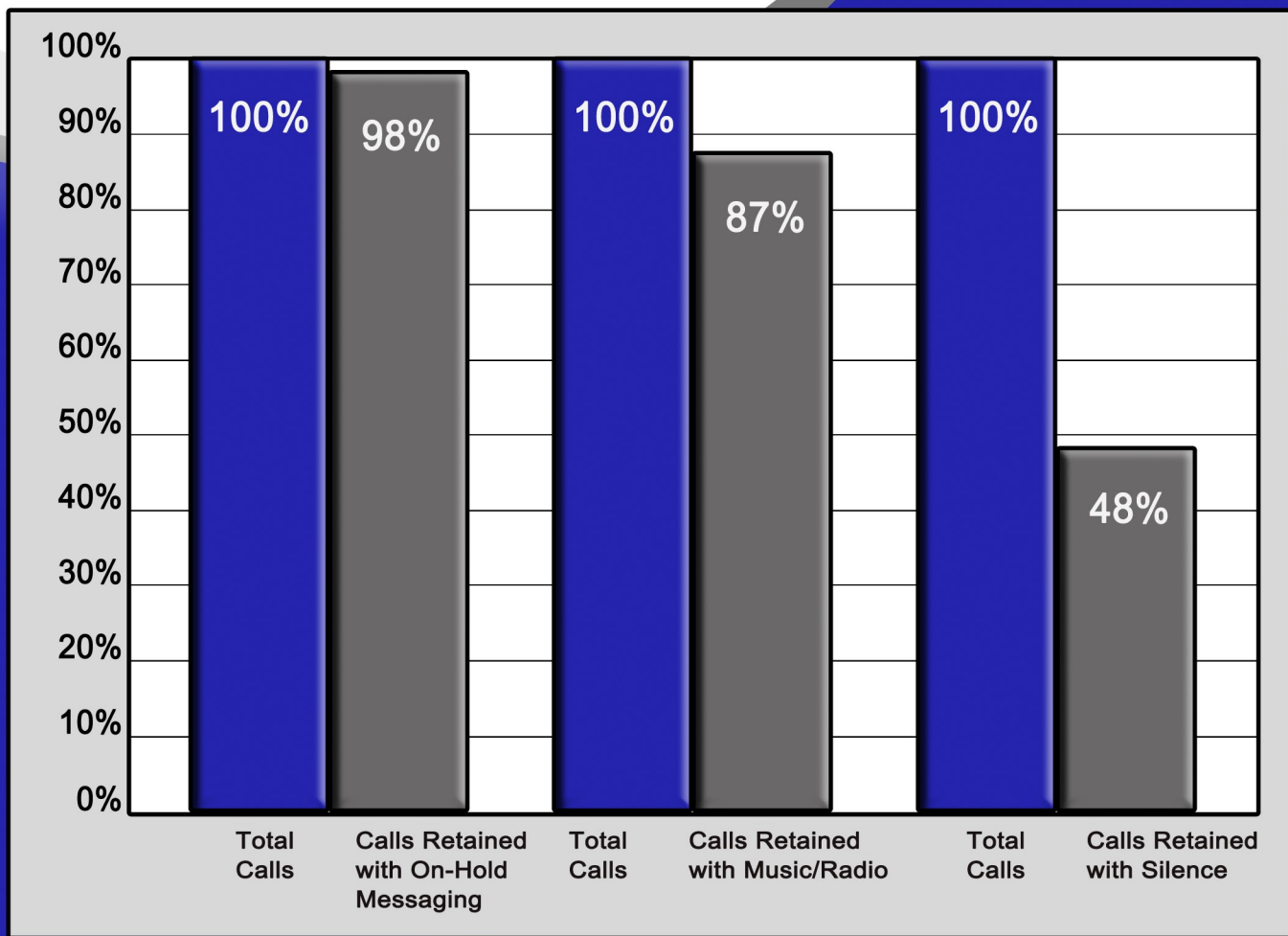


Keep Your Callers

If you're not using on-hold messaging, you could be losing customers... and opportunities!



- 7 out of 10 callers are placed on hold for an average wait time of 45 seconds.
- As much as 85% of callers put on hold keep listening if there is a message.
- Messages on hold reduced caller hang-ups by 50-80%, and increased the amount of time callers were willing to spend on hold 15-35%.
- 34% of callers who hang up will not call back.
- 16-20% made a purchase based on an on-hold offer.
- 94% of all marketing budgets are spent to induce a prospect or customer to call, and on ly 6% to handle the call once it is received.



1. AT&T and Inbound/Outbound Magazine cited by Premier Technologies
2. Inbound/Outbound Magazine cited by Premier Technologies
3. AT&T and Nationwide Insurance studies cited in "Tips, Tricks, and Tactics" by Madeline Bodine in Call Center Magazine
4. Voice Response, Inc. cited by Premier Technologies.
5. Stan Rapp & Tom Collins of Maximarketing, cited by Premier Technologies
6. Inbound/Outbound Magazine cited by Premier Technologies