

Messages On Hold Revolutionises Voice Branding

As the market leader in Voice Branding, Messages On Hold helps you deliver outstanding customer experiences over the telephone

Messages On Hold is one of the best epitomes of humble beginnings turned into a phenomenal success.

From a one-man business, it has grown into a global company serving more than 13,000 sites in 20 countries. Managing Director Kym Illman fondly recalled, "It started out as a one-man business with me scripting, voicing and mixing the audio productions in my spare bedroom. I initially sold audio on endless loop cassette tapes, a technology not even available now."

Audio recording and voiceover expertise

Messages On Hold Singapore specialises in audio and voice recordings for every type of phone system: PABX, VoIP/IP-enabled, and Interactive Voice Response (IVR).

For the small to medium sized

businesses that use PABX, Messages On Hold offers promotional on hold messages that require playback equipment to plug into the phone system. These businesses, however, are rapidly replacing PABX systems with VoIP/IP-enabled phone systems. Illman said, "The change from PABX to VOIP phone systems provided us with new opportunities as has advanced Speech Recognition and Text-To-Speech systems. This evolution in technology demands a similar evolution in the products and services we offer."

With its focus and depth of experience, Messages On Hold is now the market leader for on hold marketing, music on hold, auto-attendant messaging, after hours messaging, contact centre IVR recordings and voice branding.

Illman notes that voice branding for complex IVR systems is a very rapid area of growth. "While most multi-nationals have focused largely on their online interactions, many are now realising that

the customer experience they deliver via a voice call has suffered tremendously as a result."

Crafting an exceptional Voice Brand

Voice Branding, or the strategic use of professionally recorded voice announcements to reinforce a brand, has oftentimes been neglected by many organisations. For just a fraction of the cost of the technology investment, a professional Voice Brand can drive revenue by assisting call agents to up-sell and cross-sell and create cost savings by handling calls more efficiently. While the Avaya Contact Centre Consumer Index for Asia Pacific reveals that 75% of respondents surveyed say they contact a company mostly via telephone, most of them are welcomed by a poorly voiced IVR system that just makes them drop the call.

"When creating a Voice Brand, Messages On Hold does the creative scripting, professional voicing and expert audio production. In other words, every stage of Voice Branding process is completed in-house by specialist teams. With its expertise, Messages On Hold can quickly identify where in the call flow is the best place to insert subtle Marketing Messages or helpful Customer Service Announcements, and how to script each accordingly to maximise its effectiveness i.e. the music and language will differ depending on the caller's enquiry, position in the call flow and psychological state of mind."

As the only audio marketing firm in Asia-Pacific to specialise in Voice Branding, Messages On Hold customer base includes such household names as SingTel, Citibank, Maybank, StarHub and MobileOne, all of whom entrust Messages On Hold to manage the recorded voice prompts that comprise their unique caller experience.

Illman concluded, "With our help they can ensure every voice interaction is branded to be warm and engaging and an experience that their callers actually look forward to, rather than dread!"

"This evolution in technology demands a similar evolution in the products and services we offer."



The 5 Second Guide to Voice Branding

Messages On Hold

www.OnHold.com.sg/5seconds