

Synectic

Adding value to communications

Even with the largest, best trained staff and the most advanced technology, it is hard to avoid putting callers on hold. Being on-hold is unproductive to the caller; it compounds caller anxiety if the caller is forced to hear jarring music when on hold. Statistics show that more than 50% of the callers put on hold for a minute or more hang up!

NOW turn this unproductive time to valuable time with

Ads On Hold



Just imagine—your client has been on hold for a while. You're finally able to take the call and the client is cheerful and ready to buy your product—because, instead of hearing jarring music, he was listening to your product being promoted by a sweet voice! This is not a fictitious scenario – it is "Ads On-Hold" working for you while your valuable client is waiting on hold.

Did You Know?

- Most of the callers would prefer listening to messages while on-hold rather than silence or music.
- After only 60 seconds of silence, the average caller feels that he has been on-hold for 2-3 minutes.
- Between 15% and 20% of those who hear messages while on-hold, will purchase the products or service advertised.
- Most of the first time callers who hang-up in frustration, will go to the competitor.
- On-hold messaging cuts caller hang-ups by 50%.

Product Specifications

Power supply	Through wall adaptor 12V A.C.; 1W
Message/Music length	4 to 8 minutes depending on memory size
Recording retention	Recording stored in a non-volatile memory. No batteries required
Recording life	100,000 cycles (typical)
Music Output impedance	Both 8 W and 600 W available
Front panel indicators	Record and Play lamps (LEDs)
Voice/Music recording	Through telephone handset and or RCA socket
Volume control	Provided on the right side of the unit
Mounting	Wall or desktop

Ads On Hold provides

- 100% digital recording—no moving parts or tapes to wear out
- Generic on-hold message shipped with every unit from factory
- Built in recording facility with music mixer to create your own messages
- Maximum message length up to eight minutes
- Script writing idea generator provided along with each unit
- Message/Music stored in easily replaceable module/cartridge



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