

Writing your on hold script

Before we begin there are a few terminologies we need to address.

We define a script as the entire set of on hold messages i.e. All the messages together in one document.

We will refer to each individual message as a prompt or message.

So for example:

"Thank you for calling my company, we are the largest supplier of retail goods in the area and can supply your company with the best goods on time and under budget."

This would be classed as 1 prompt/message.

Your script can be made up of as few or as many of these messages that you need.

These prompts are then mixed with music at regular intervals (usually every 20-30seconds, you can specify what spacing you like)

IVR Prompts– Interactive voice response

These voice prompts are used for menu systems i.e. Press 1 for accounts Press 2 for Billing etc...

Keeping it simple

One of the best rules for writing your messages is to keep it very simple. You only have a short amount of time to grab the callers attention so use it wisely.

Don't try and cram all the details of your product into the message as you need to leave your caller wanting to find out more about this offer, so give the basics and bait the hook.

If all you need to do is make people aware of your new website then do just that:

"Did you know you can access our entire range on-line at www.yourcompany.co.uk , we run special offers every month and orders can be placed online."

If you have a hard to understand website address don't be afraid of making the voice artist spell the name out.

Length of Message

You should exercise the above rule and keep the messages to the bare minimum. Too many messages and callers may not hear all the messages you want them to hear.

One thing to remember is that callers can land anywhere in your messages, there's no guarantee that your caller will get the first message.

Pronunciation

If you have a product or business name that may be hard to say please spell it out phonetically for the voice artist.

Use a grammar and spell checker

Sounds simple but it's worth just clicking the spell checker one last time to be sure.

It's also an idea to let someone else proof read your script, a second set of eyes may pick up on something you missed.

Sample script

Here's a look at an on-hold script to give you some ideas.

Prompt 1:

"Thank you for calling on hold 2 go, we offer low cost on hold solutions. We record and mix your script, no PRS fees and no contracts"

Prompt 2:

"For the latest offers please visit www.onhold2go.co.uk , thank you for holding"

Prompt 3:

"Our on hold services have been modelled with you in mind, we don't tie you in to any contracts or hire out expensive hold equipment. You can get what you want at a price that will make you smile"

Prompt 4:

"Don't need any messages? then just buy one of our music on hold packs, visit www.onhold2go.co.uk , all the music is PRS license free so you will save a bundle, thank you for holding"

And so on...

You can use your on-hold messaging however you like, to reinforce your core values or advertise a product or service, the choice is yours.

If you need further help drop us an email: info@onhold2go.co.uk

Thanks!