



Audio & Image Solutions

**HOLD ON**  
to your  
Customers

Music & Messages  
On Hold...

● ● ● Your local representative is:



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### ● ● ● Let Audio and Image Solutions Inform, Educate and Entertain Your Callers.

Music and messages on hold, is an affordable and effective form of advertising for any sized business. With more than 70% of all callers being placed on hold, it is the perfect opportunity to turn your hold button into a powerful marketing tool. Whether it is a sales pitch, introducing new products or highlighting existing products and services, music and messages on hold are the ideal solution. Research has shown your business can increase caller retention significantly while creating a professional link between you and your callers.

### ● ● ● Copyright Laws

Did you know copyright authorities have the potential to charge license fees to businesses that publicly play the radio or CD's to waiting callers? Audio and Image Solutions owns a large range of music, which is license and royalty free. We also employ professional voice-over artists with years of experience in radio and television and we can help you select a voice that most suits your business.

### ● ● ● Equipment

Audio and Image Solutions can advise you on the best and latest digital equipment. These machines are designed to play 24 hours a day 7 days a week, with no moving parts, they offer you superior reliability and quality of sound.

### ● ● ● Our Service

At Audio and Image Solutions we pride ourselves on offering the best possible service to our clients. We will guide you through the entire process, from writing a complete, concise script to installing the equipment and finished product. Audio and Image Solutions are dedicated to helping you achieve a professional image for your business.

### ● ● ● Changes To Your Script

All of our clients have the option to change their script 4 times per year. This is essential if you are running a special sale or promotion or perhaps a seasonal message. It will keep your callers up to date with what is happening within your organization.

### ● ● ● Pricing

Our pricing is extremely competitive. At Audio and Image Solutions we provide our clients with the complete package without the hefty fees some companies are charging. Call us for an obligation free quote and be pleasantly surprised.

## Audio and Image Solutions Standard 12 month Package

- ● ● script writing, recording, mixing and mastering of your personal music and message on hold package
- ● ● use of royalty free music and professional voiceover artists
- ● ● 4 complete changes to your script and music each year
- ● ● free delivery
- ● ● superior after sales service

## Here are some brief facts

- ● ● 70% of business callers are placed on hold
- ● ● 60% of callers put on 'silent' hold hang up and 30% of first time callers never call back
- ● ● Callers who hear information on hold, will stay on line for up to 3.5 minutes longer
- ● ● 88% of callers prefer on hold messages
- ● ● Callers who hear music on hold will stay on line up to 60 seconds longer than on 'silent' hold
- ● ● 16 – 20% of callers on hold made a purchasing decision based on what they heard on hold
- ● ● Advertising on hold costs far less than most other types of advertising media & targets your market

*Note: Statistics from AT&T Teleconnect Mag*



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