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On hold Messages Can make the difference when it Comes to an Exceptional Customer Service Experience by Mike Buczek

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Any business would readily brag about their exceptional customer service whenever they are asked about what makes their company stand out. However, did you know that customers also have a different scenario in mind when talking about the â€œexceptional customer serviceâ€•?

Pleasing customers can be a little challenging; and, while thereâ€™s a huge gap between what you and the clients think in terms of what it takes to deliver quality products and services, we assure you that callers can be truly appreciative. Yet, other business owners and executives donâ€™t realize this and as a result, they still fall short in providing great customer service.

One example of excellent customer service is by installing on hold messages to your telephone system; not just any message on hold, but a professionally created one â€“ and silence on hold is not part of one.

Of course, companies have the best intentions in mind in putting up silence on hold, thinking that callers prefer it over some annoying message or music play back. However, putting your callers on-hold with nothing but silence in the background can aggravate the feeling of waiting and frustration. As a result, they hang-up on you, or worse, never call you back.

Imagine this: 70% of your daily calls are placed on hold. 60% are placed on hold for a minute. 50% of those callers hang-up. Youâ€™re lucky if they call you back; but, 34% of them will most likely never call back! Can you afford to lose 60% of your potential revenues because you give callers a poor on hold experience?

Certainly in todayâ€™s economy, you donâ€™t want lose customers because of bad decisions. This is where professional on hold messages not only allow you a platform for product offerings, but will drastically enhance the callerâ€™s on hold experience. With a top notch message and music on hold, customerâ€™s commitment to the brand will elevate. Most importantly, this is the perfect opportunity for you to influence your customers in to placing that order due to the fact that you have their unwavering attention. They wonâ€™t be able to think twice, and as long as you have given them the right service and a little persuasion while on hold, you can score a sale!

So, what defines an exceptional customer service? Itâ€™s all about making sure that customers feel happy and contented when theyâ€™re put on hold. Only great companies know how to differentiate their telephone brand experience by leveraging the power of on hold messages, creating a solid foundation in building a better customer experience. You get loyal customers with a competent on hold message, and this will separate you from the competition.

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