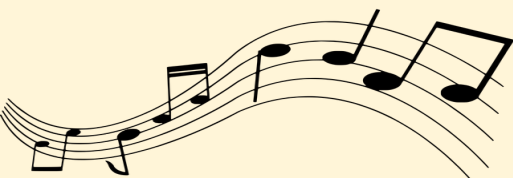# PhoneNetix
Your business phone system
CAN DO THIS!

Smart On Hold Template

3 minute program example with explanation of content

CONTENT TYPE	SCRIPT TO BE VOICED BY TALENT	TIPS
GREETING This will be the first thing callers placed on hold will hear, because the audio file always plays from the beginning for each new caller.	**Voiceover (Voice over music):** *"Thank you for your patience while holding. An Ace Automotive representative will be right with you!"*	Your greeting should thank callers for their patience, and reinforce your brand, because callers may forget who they're on hold with.
1st SMART AD **Updated monthly or quarterly**, depending on your subscription plan.	**Voiceover:** *"Right now at Ace Automotive, buy 3 tires and get the 4th for only one dollar! Don't wait, this offer is only good through May 15th! Ask a representative when we come back on the line!"*	Each Smart Ad is 10 to 12 seconds: long enough to promote but short enough not to be annoying-- like any good ad! Don't forget a Call to Action!
MUSIC No voiceover, just 10 to 12 seconds of viby, feel good music between ads and information.		Music between ads helps the caller not to feel bombarded with talking.
2nd SMART AD **Updated monthly or quarterly**, depending on your subscription plan.	**Voiceover:** *"Refer a friend to Ace Automotive, and earn cash for each and every referral! Just download the Ace Automotive referral app, and start earning rewards! Find Ace Automotive on the app store!"*	Remember: Smart On Hold isn't just to fill time, it helps create conversions! Every Smart Ad should include a Call to Action.

MUSIC 10-12 seconds of friendly tunes.		Music underscores and enhances your message.
3rd SMART AD **Updated monthly or quarterly**, depending on your subscription plan	Voiceover: **"Get pre-approved for your vehicle, with no impact on your credit! Fill out the online form, and you'll instantly see your credit score! Visit www.Aceauto.com!"**	Cross promote another department, or answer an FAQ. All content should be useful to your caller, and aimed at creating an inquiry or conversion.
MUSIC 10 to 12 seconds		Music hath charm to soothe the savage breast!
1st PROMO This content is generic, and only updated annually, if at all.	Voiceover: **"Thanks so much for your patience. Looks like your call is next! Ace Automotive is a proud sponsor of Grayson High School Football! Go Sharks! Ask us about supporting your school sports team, PTA group, church or charity!"**	This is a good place to reinforce your brand, tout your community involvement, or mention an upcoming event.
MUSIC 10 to 12 seconds.		Choose music your customers can tie to your brand.
2nd PROMO This content is only updated annually, if at all.	Voiceover: **"Ace Automotive would like to thank our customers, both current and future, for your confidence in us."**	Why not thank your customers for their patronage!

Do you need a longer Smart On Hold program?

Typically, a 3 minute on hold program is more than sufficient for most businesses. Once the program ends, it loops back to the beginning, so even if your callers are on hold for an extended length of time, they'll never hear silence! Should your business have exceptionally long hold times for customers, we find the best option is to spread out the voiceover content, and/or add additional music cuts in between—as opposed to adding more voiceover content. Continual talking for long periods can feel annoying to callers, and increase your call abandonment ratio: *the percentage of callers who hang up in frustration before the call is received by your staff.*