



Keeping your callers engaged whilst on-hold

Did you know that a staggering 70% of business callers are put on-hold, of which 90% hang up after 40 seconds? So, first impressions really do count! The sound of silence is the sound of lost business, so deciding how to entertain your callers in the first few seconds of them being placed on-hold is crucial.

So, how do you keep a caller engaged after they are placed on-hold?

Play suitable music

There are many benefits to playing music whilst callers are placed on-hold. It not only makes their wait time more pleasant but decreases the perceived time, which reduces frustration and increases caller retention rate. However, getting the correct music is key. Your on-hold music should not be repetitive as this will add to your caller's irritation, and instead should be familiar, popular music that will keep a caller comfortable and on the line for longer.

Keep your callers informed

Utilise the time callers are on-hold and inform them of your latest business news and relevant messages. Whilst you have your callers on-hold, grab their attention and distract them from their wait time by keeping them up to date with any of the latest business news you think suitable. You should also use this time to remind your callers of where they stand in the queue or how long they will have left to wait. Sharing this information could be the deciding factor on whether the caller stays on the line or hangs up.

Alert to sales and promotions

Whilst having a caller on-hold is not ideal, if the line is busy there is no other option, so this is the perfect time to alert them of any current sales promotions, offers or events your business is running. Use this time as an opportunity to advertise your products and potentially increase sales by doing so. Callers may be on the line to discuss something completely unrelated to purchasing but whilst you have them on-hold, it is the perfect opportunity to let them know about a product or sale they may not have known about.



Align to your brand

It is crucial you reflect your brand identity across the music and messages that are played when a caller is waiting. Your on-hold music represents the personality of your business whilst messages are essentially the voice of your brand. When selecting the genre of music, curating your content, and deciding on the tone of voice that reads out your messages and announcements, you should consider the demographic you are selling to. Aligning to your brand and tailoring to your demographic not only reflects professionalism but will improve your chances of keeping callers on the line.

Allow your customers a choice

Many business phone systems now allow customers to have their say and choose their on-hold music from a playlist, as well as asking customers if they would like to hear messages repeated. Customers feel valued when their opinion is taken into consideration and may stay on-hold longer, knowing they have a say in what they will be listening to. Statistics demonstrate that 34% of callers who hang up don't call back, so keeping a caller engaged whilst also impressed with how they are treated on-hold may increase the chances of them calling back when it is more convenient for them.

Being on-hold is never going to be an ideal situation as people are naturally impatient, but doing what you can to keep callers engaged and have a more enjoyable on-hold experience is important and will reflect well on your business.