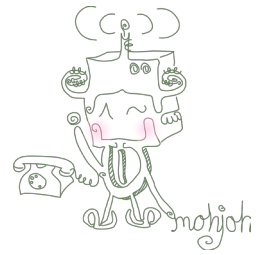


# Message On Hold script writing guidelines



Following are 10 tips for successful Message On Hold script writing:

## 1. Be personal

Remember that this is an opportunity to talk directly to potential customers, so make it personal. Instead of saying 'we pride ourselves on customer service', take a more personal approach... 'we will take care of you and listen to your needs'.

## 2. You v's We

Aim to have an equal share of the words 'you' and 'we' in the script. Don't get so carried away talking about your company and products that you forget to relate it back to the customer.

## 3. Be polite

Acknowledge the caller's patience by thanking them for holding, and provide some reassurance that their call is a priority. However, do this only 1-2 times within a 3 minute message. You want the caller to be absorbed in an interesting message, not starting to resent you because you're constantly reminding them that they're on hold!

## 4. Script length

Your script should take 2-3 minutes to read aloud, with minimal space between paragraphs. This will be spaced out during production (to incorporate your backing track and time for the listener to process what is being said), to 3-4 minutes. This is an ideal length, as it is long enough that the caller shouldn't hear it repeatedly, but short enough that the caller won't be overloaded with information.

## 5. Looping flow

Don't forget that your message will loop, so once it has finished, it will start again. Make sure that the last paragraph flows on to the first paragraph effectively.

## 6. Frequency of replacement

How often do you intend on replacing your message? If you want to use Message On Hold as a promotional tool to announce specials, new products or events, then you will be replacing the message regularly (eg monthly), as the information will date. On the other hand, if you aim to keep the one message for a long time, it is best to make the message as generic as possible. Avoid anything that is likely to date or change, eg dates, prices, etc.

## 7. Use a conversational tone

You're talking to someone (hopefully a customer), so use a conversational tone. For example saying 'don't' instead of 'do not' may sound more natural.

## 8. Make it easy to understand

Avoid using too many big words or lots of 'jargon', as the message will be very quickly tuned out. Worse still, you may sound patronizing.

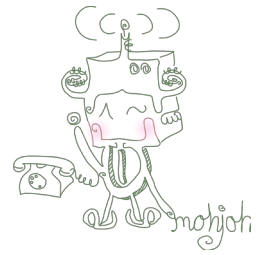
## 9. Be mindful of word choice

Remember that your message will be playing through a phone line. 'We have an EXTENSIVE range of products', can sound like 'we have an EXPENSIVE range of products'!!

## 10. Keep it interesting

Using a combination of short, medium and long sentences/paragraphs will help to retain the caller's interest. Don't go into too much detail about the history of your business... callers probably won't find it as exciting as you do!

# Message On Hold script writing guidelines



Other information to consider and include in your Message On Hold script, if appropriate:

- your business name;
- website address and information that can be found online (this can free up your phone lines!);
- trading hours;
- location (directions, landmarks, parking facilities etc);
- overview of services/products;
- business history (year established, etc but don't go into too much detail, otherwise callers may get bored!);
- slogan, aim of your business;
- things that differentiate your business from your competitors (strengths);
- new or lesser known products or product lines.

We look forward to receiving your completed script and producing your Message On Hold! Thank you for choosing MohJoh.