

# Crafting Captivating On-Hold Messages

A GUIDE FOR KEEPING  
CUSTOMERS ENGAGED IN  
AUSTRALIA



**Untangled**  
YOUR BUSINESS. ANYWHERE.

# Don't Let Them Hang Up

In today's online world, every customer touchpoint matters. While waiting on hold might not seem like a prime opportunity for engagement, well-crafted on-hold messages can transform this time into a valuable brand experience.

This guide equips you with tips and tricks to create on-brand, informative, and engaging messages that keep your Australian customers happy while they wait.



A woman with dark hair tied back, wearing a white short-sleeved button-down shirt with a light-colored bow at the collar, is smiling and talking on a black mobile phone. She is sitting at a desk with a silver laptop open in front of her. The background shows a modern office environment with white shelving units containing books and papers, and a large window with a view of a building. The text "More than just background noise" is overlaid in white, sans-serif font across the center of the image.

More than just  
background noise

# Make Every Hold Time Count

**Boost Brand Recognition:** Subtly reinforce your brand identity, values, and messaging throughout your on-hold content.

**Inform & Educate:** Use on-hold time to share valuable information about your products, services, or upcoming promotions specifically relevant to the Australian market.

**Reduce Perceived Wait Time:** Engaging messages make waiting times feel shorter, improving customer satisfaction.

**Upsell & Cross-Sell Opportunities:** Suggest relevant products or services that complement a customer's potential enquiry, tailored to Australian consumer preferences.

**Reinforce Positive Customer Service:** Promote self-service options or FAQs to empower informed decision-making, potentially reducing call wait times.



# Why Choose Australian Scriptwriting?

**Cultural Nuances:** Australian writers understand local humor, idioms, and references, ensuring your message resonates with your audience.

**Authentic Voice:** A local writer can capture the unique tone and style of your brand within the Australian context.

**Market Relevance:** Content tailored to the Australian market will be more culturally relevant and effective in engaging customers.



# Benefits of Professional Audio Mixing

## CRYSTAL CLEAR AUDIO

sound quality

Professional mixing ensures your message is delivered with crisp audio, free from background noise or distortion.

## ENHANCED LISTENING

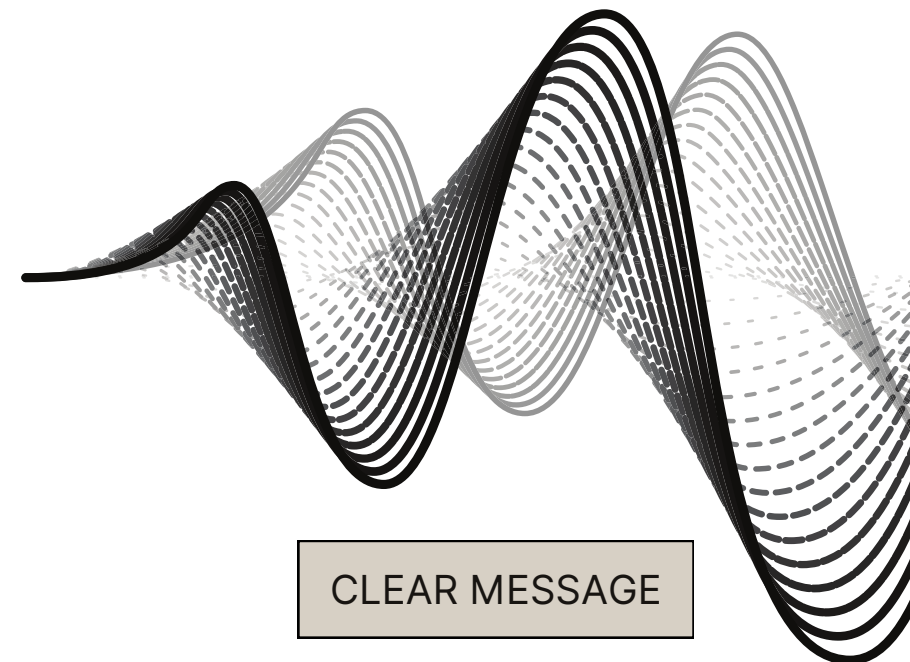
customer experience

Balanced music and voice levels create a pleasant and professional listening experience.

## BRAND CONSISTENCY

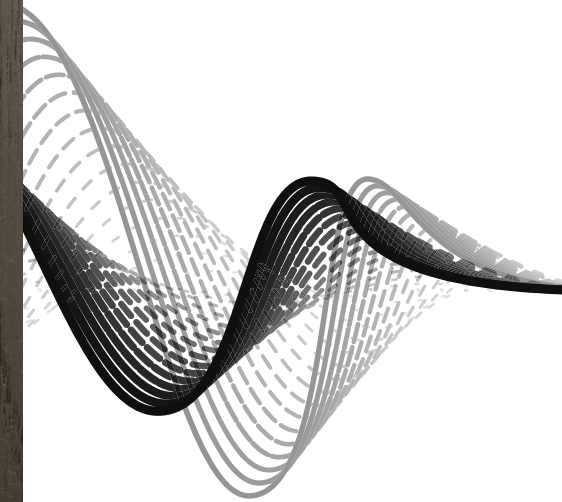
targeted and tailored

Music selection and audio effects can be tailored to support your brand identity and overall message.



## CLEAR MESSAGE

LISTENERS CAN CLEARLY UNDERSTAND THE MESSAGE, REDUCING THE NEED FOR CALLERS TO ASK FOR REPEATS.



A CONSISTENT BRAND EXPERIENCE ACROSS ALL TOUCHPOINTS, INCLUDING ON-HOLD MESSAGES, STRENGTHENS BRAND IMAGE.

## BRAND CONSISTENCY

MUSIC AND SOUND EFFECTS CAN BE MEMORABLE, CONTRIBUTING TO BETTER BRAND RECALL AND RECOGNITION.

## BRAND RECALL

## POSITIVE IMAGE

# Crafting Effective On-Hold Messages. Key Ingredients

Keep it Concise & Clear: Aim for messages under 30 seconds long, using easy-to-understand language.

Brand Consistency is Key: Maintain a tone and style that aligns with your overall brand voice.

Variety is the Spice of Life: Rotate messages regularly to keep callers engaged and avoid repetition.

Call to Action: Encourage callers to visit your website, explore FAQs, or leave a message.

Professionalism Matters: Invest in professional audio mixing and recordings with a pleasant and professional voice (consider using an Australian voice actor).

Studies show that on-hold messages under 30 seconds can reduce perceived wait time by up to **50%**

# Tips for Engaging Content

**Highlight Company Culture:** Showcase your team's expertise and friendly personality, highlighting the Australian aspect of your business.

**Address Common Questions:** Provide answers to frequently asked questions specific to the Australian market.

**Incorporate Seasonal Promotions:** Highlight limited-time offers or seasonal deals relevant to Australian consumers.

**Infuse Humor (Sparingly):** A touch of humor can be effective, but ensure it aligns with your brand and Australian cultural context.

**Consider Music Selection:** Choose background music that complements your message and brand image, potentially featuring Australian artists or genres.



A touch of Aussie wit can break the ice, but remember, no need to go full galah (crazy).

# Contact



**Untangled**  
YOUR BUSINESS. ANYWHERE.

1800 886 996  
support@untangled.com.au

SYDNEY MELBOURNE BRISBANE PERTH