

SONICA[®]
on hold messaging



ON HOLD MESSAGING :: BECAUSE EVERY SECOND COUNTS

www.sonicaonhold.com

EUROPE'S FIRST SOFTWARE BASED ON HOLD MESSAGING SOFTWARE

■ ■ MAKE YOUR TELEPHONE YOUR NEW MARKETING TOOL

Introducing Sonica On Hold Messaging

Messaging On Hold is an integral part of modern day telephony. People who call you usually call because they want to and need to. Putting them On Hold in silence is a good way of losing that caller, possibly for good. Can you risk turning potential business away?

Sonica MOH, is a software based information solution specifically designed for use with the On Hold facilities on your telephone system or with a single line adapter.

- **A new way to market your company. Recent research concluded that 1 in 4 customers will make an additional purchase after hearing an offer whilst on hold.**
- **Advertise effectively one to one. Take advantage of speaking to a captive and interested audience, create greater customer awareness and satisfaction.**
- **Keep callers informed. Tell your caller about your website, your office hours or answer frequently asked questions, helping to build your company image.**
- **Maximise the efficiency of your phone system. Provide callers with alternative telephone numbers at busy periods of the day.**

Sonica has a better way . . .

With Sonica Software and your Windows based PC, callers will hear a first class On Hold environment. No tapes to wear out, no expensive hardware to invest in, just high quality, totally digital On Hold Messaging that **you control**. Changes are as easy as clicking a mouse.



With Sonica's easy-to-use On Hold Messaging Software, you can simply use your mouse to add or delete messages, change the playback order, view scripts, set date ranges and much, much more.

Sonica On Hold Messaging Software - Now Available **FREE** at www.sonicaonhold.com

Simply install the **FREE** download software application containing 1 useable generic message and **connect** an audio cord from your soundcard on your PC to your telephone system MOH Port or single line adapter. The software shares your computer, operating in the background. Messages play while your computer works normally. Our exceptional features make using Sonica On Hold Messages a breeze!

When you need a bespoke message simply buy on-line for £79.99 per message and then just login to our state-of-the-art production centre using our on-line order form from our secure website. We will send you your unique customer code and password to login.

Enter your script and we'll create your message using the latest all digital recording technology and staff of experienced, professional announcers. You can then download your messages from our website as soon as they are completed.

Interested? Well, don't take our word for it ... try it and see for yourself by downloading and using the **FREE** full working version of Sonica On Hold Messaging software.

Using the Benefits of Sonica Software

Finally ... On-Hold Freedom

Let Sonica's software unlock the benefits for your On Hold requirements:

- Simple and easy.....designed to be user friendly.
- Sell to customers whilst On Hold.
- Increase company profits by cross-selling to existing accounts.
- Save Time! Answer Frequently Asked Questions.
- Pre-sell to customers. Get them into the buying mood.
- Build your company's image. Reinforce your brand.
- Build a source of information for your customers.
- Get the word out about important dates on your calendar.
- Give your callers what they want to hear.
- No mechanical breakdown and failures as with solid state CD and MP3 Players.
- Never play outdated music or messages ever again.
- Assign start/stop days so messages automatically come in and out of rotation.
- Build your own unique library of messaging play-lists, all for £79.99 per message.

Statistics

- 20% of callers made a purchase or a decision based on information they heard while on hold.
- More than 70% of calls are placed on hold for an average of 45 to 60 seconds.
- 60% of callers placed on hold hang up and 30% who hang up never call back.
- 94% of advertising budgets are spent to induce a call but only 6% is spent to handle a call once it comes in.
- Callers with silence on hold will abandon their calls in less than 1 minute. 90% will hang up within 45 seconds.
- Callers with music on hold will stay on line for up to 3 minutes longer.
- 55 seconds is the national average on hold time for companies with more than two telephone lines.
- Over 85% of callers prefer on hold messages over silence.
- Almost 90% of business callers prefer on hold messages to other options.



SELL MORE WITH ::

SONICA
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Features of Sonica Software

Easy Message Updates: Clicking on the Sonica logo in your system tray provides simple access to the Sonica Main Screen. You can add or remove messages, set date-ranges, print scripts, load new messages and more.

New Messages via Internet: You can download your purchased customised messages from our Sonica website. Loading new messages is quick and easy with no fuss or hassle.



Add or Remove Messages: "Drag and drop" to arrange a new sequence of spots, creating easy play-lists. It's easy with our point-and-click interface.

Instant Play-list Changes: When you create a new Play-list, the changes are effective as soon as the current message finishes playing.

Background Operation: Install Sonica on any Windows 98/NT/2000/XP or Vista computer with a soundcard. Sonica resides as a system enhancement, playing on-hold messages while you use your computer normally. The speed of your computer is not affected.



LED Status Indicators: The Play-list has a row of three-colour LED's to the right. At a glance, you can see if each message is playing (Green), waiting to start (Yellow), or has been automatically dropped (Red).

'Delete Outdated Messages' Option: The program will look for all messages that are outdated and you can choose to delete or keep them one at a time.



Display and Print Scripts: Just click on any message and the script is immediately displayed in the Script window. You may print scripts of active or stored messages.

Never Play Outdated Messages Again: Sonica makes it easy, by allowing you to assign a start date and an expiration date to each message using Sonica's unique easy pop-up calendar. Messages automatically come into and drop out of rotation.

Store Play-Lists: Use stored play-lists to recall your favourite combination of messages with a single click!

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