

# 5 REASONS

Your callers are hanging up!



ON HOLD MARKETING  
**iNarrator**

**The telephone** is the life blood of any company, even in the internet age.

If something is important then in business it warrants a phone call.

*How much thought and effort has your company given to how you handle phone calls?*

*How much business are you losing each day due to a poor customer experience over the phone?*

If potential or existing clients don't like the way you handle their call then they'll simply hang up and call your competitor.

It's amazing how many business owners, marketing managers or customer service managers that we speak to, who don't know how their telephone system sounds.

If you're properly committed to serving your customers then we can help you to transform how your telephone system sounds.



# Here's our list of the top 5 reasons you are forcing callers to hang up:

- 1** Calls are not answered fast enough... or at all!
- 2** Callers are presented with a baffling array of automated options
- 3** Callers are 'greeted' by unhelpful or untrained staff
- 4** You subject callers to silence, beeps or horrible tinny music
- 5** You're sending calls to voicemail



**How much business  
are you losing each day  
due to a poor customer  
experience over the phone?**

# #1

## Calls are not answered fast enough or at all

**T**his is an obvious one but if you're not interested in answering the phone, your customers will hang up and call your competitor who will gladly take their call and their cash!

You've heard that people make a decision about a website within 3 seconds, you should treat phone enquiries the same, answering within 3 rings.

If you can't cope with the volume of calls you receive and are missing calls then it's time to think about getting a call answering company to take some, or all, of your calls. That way you can make sure you never miss call again.





# #2

## Callers are presented with a baffling array of automated options

**A**utomated telephone menus - Auto Attendant Messages or IVR Prompts, to give them their technical name, have a bad reputation the world over, which comes from poorly designed systems.

If callers have to choose from more than a few options and navigate multiple menus then you're adding another barrier to them doing business with you.

If you're using Auto Attendant Messages, call your company and listen to them - ask yourself:

Is it necessary to have so many options?

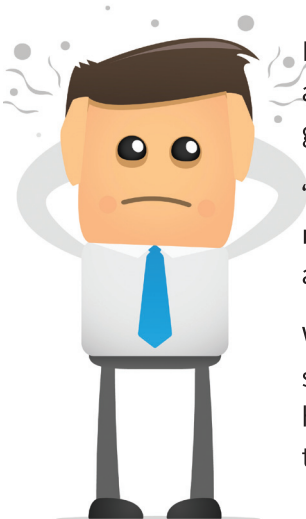
Can you remove any or all of the options?

Do callers actually get through to a different department based on their selection?

If the answer to any of the above is NO then scrap your auto attendant message and replace it with a simple greeting, something like...

“Welcome to company xyz, we're connecting you to a member of the team now, just so you know we record all our calls.”

When recorded by a professional voiceover artist, this simple but very effective message confirms customers have dialled the correct number and will be put through to a real person straight away.



# #3

## Callers are ‘greeted’ by unhelpful or untrained staff

Once a call is answered it’s up to your staff to make the right first impression. If callers feel like they’re inconveniencing your staff by interrupting their day this creates an awkward situation and is likely to result in the caller hurriedly making excuses and hanging up. You know that feeling when you call the doctors and get ‘that receptionist’ – you’ve interrupted them in the middle of a very important task and you want an appointment, you’ll be lucky!

Think about who answers the phone in your office:

How do they sound?

How helpful are they?

What first impression do they give to callers?

Is this the image you want to portray?

If you’re lucky enough to have a dedicated receptionist make them ‘Director of First Impressions’.

Thanks to Jonathan Winchester of Shopper Anonymous for that great phrase!

Don’t overlook the need to train your staff how to answer the phone so every call is handled consistently and correctly by everyone in your business. Your customers will notice and they’ll love you for it.



# #4

## You subject them to silence, beeps or horrible tinny music

**N**obody likes being put on hold... Whether it's the silence, the incessant beeps, the horrible tinny music, or even the "thank you for holding, your call IS important to us", nothing says your call doesn't matter as much as being left hanging on, waiting for a distant voice to speak. That's why so many callers hang up.

There is another way...

Imagine if you took a call tomorrow and the caller asked to be put on hold. They didn't want to speak to anyone, just to be put on hold. That's what could happen, IF you had super-engaging on hold messages to inform, educate and entertain your callers.





# #5

## Sending calls to voicemail

If you're a B2B business then there's no excuse for calls going to voicemail during office hours.

If you can't cope with the number of calls then as mentioned in point one, a call answering company can make sure your calls are answered in person.

If you're a B2C business this is a little trickier as your customers may want to contact you outside of normal office hours, as customers expect you to be available on their terms. Again if you're missing calls you can use the services of a call answering company who offers 24 / 7 cover.

But what about after hours, what do callers hear when your office is closed?

Do you have a professional sounding voicemail message which reassures callers they've called the correct company, let them know your opening hours and encourages them to leave a message or direct them to another form of contact?

Using the generic message that was pre-loaded onto your system or mobile is just not good enough anymore - people expect more!

Your Out of Hours Voicemail should be recorded by a professional voiceover and reflect your brand and give callers the information they need.



# In Summary

**Y**ou've got an awesome website, use social media like a boss, have fantastic products and services which everyone raves about but if you're neglecting how your telephone calls are handled you're more than likely losing business.

Just think how much business you're losing due to ineffective call handling.

Pick up your mobile now and call your company, put yourself in the customer's shoes...

How long does it take for your call to be answered?

How does the person answering the phone sound?

What do callers hear when they're put On Hold?

...this is all part of the customer experience.

Do this test several times a week at different times of day so you have a good understanding of where improvements could be made.

If you have any questions get in touch, we'd be happy to help 0800 0112 123

# About iNarrator

**W**hen it comes to branding most people think this is how a company looks, the logo, the marketing material, the website it's all visual media, very few businesses think about how they sound.

Audio branding gives your company a constant sound, this can be a specific voice, music track, audio logo even a mix of the three.

We're here to help you find a voice for your company and craft your audio brand.

Our team is made up of creative writers, marketers and audio engineers with years of experience in the audio production, radio and marketing industries so we know how to get people to respond to audio.

Above all we love what we do - that's writing great scripts and producing high quality audio.

If you'd like to find your companies voice, give us a call on 0800 0112 123.



Contact us on:

0800 0112 123

[info@iNarratorOnHold.com](mailto:info@iNarratorOnHold.com)

[www.iNarratorOnHold.com](http://www.iNarratorOnHold.com)

