How In-Queue Music and Messaging Slays the “On-Hold” Problem
I'm ON-HOLD, but I'm no longer angry! This is a GOOD experience!
I'm ON-HOLD, but I'm no longer angry!

This is a GOOD experience!
Waiting?
Waiting?
Waiting?
WHAT BUSINESSES CAN DO

CUT THE ANNOYING CATCHPHRASES FROM YOUR CUSTOMER SERVICE SCRIPT

Most annoying phrases and the percentage of people who found it annoying.

* 15% or more of respondents say this statement should be banned.

May I get your account information again? (77%)

Your call is important to us. Please continue to hold.* (80%)

We are currently assisting other customers. Your call will be answered in the order in which it was received.* (74%)

Would you like to take a brief, automated survey after this call? (75%)

Customer Rage 2015
How would you describe being on hold?
How do you feel about it as a BUSINESS PERSON?
Bad News:
The HOLD button isn’t going anywhere…
Good News:
The experience is about to get much better!
Number of smartphone users in the United States from 2010 to 2022 (in millions)*

Source
Statista DMO
© Statista 2017

Additional Information:
United States; eMarketer; Statista DMO; Individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month.
73 Billion Calls to Businesses

What’s Making the “On-Hold Experience” Better?

- Call back
- Estimated time to agent
- In-queue messaging platform
Implementation

- Works within existing infrastructure
- Minimal call flow changes required in IVR Designer
- Caller treatment for in-queue wait times, as well as post-agent hold
- Multi-tenancy
- Multiple codecs supported
- RESTful API
- Web interface for experience management
- Set up unlimited number of experiences (music and messaging)
- Reporting previously unavailable to the call center
- SMS caller integration (easily change the SMS text in Web interface)
Implementation
Customized Radio Station

Listening to their choice of audio while waiting for an agent
Enter a name: GMV Demo - Prescott Hotels

Entry Prompt: The message that is played to callers upon entering the system.

System Prompt: Choose a custom prompt or upload a custom one

Menu Choice Options:
Choose an option from the right and add it to the menu on the left.

<table>
<thead>
<tr>
<th>DTMF</th>
<th>Playlist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PlayList: Pop</td>
</tr>
<tr>
<td>2</td>
<td>PlayList: Rock</td>
</tr>
<tr>
<td>3</td>
<td>PlayList: Country</td>
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</tbody>
</table>
Custom Messaging

Scripting

Recording

Direction
In-Queue Music & Messaging Platform

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