



# The 5 Second Guide to Voice Branding



**5 seconds.** Doesn't sound like much, but that's how long it takes your clients to form their first impression. Factor in the time it takes each caller to move through your phone system and you have countless opportunities to create a lasting impression.

Whether you have a simple PABX system, an Auto Attendant system or a sophisticated IVR system you need to be aware of the quality of your Customer Experience and the opportunities that present themselves within your system.

In this whitepaper we'll look at the many ways you can integrate and strengthen your brand throughout each stage of the caller's experience, starting with the most important part of all – the first 5 seconds.

in the time it takes  
you to read this  
sentence, they've  
already made up  
their mind





## The importance of a **warm welcome**

Let's start with the part that every caller immediately hears – your Welcome Message. Also known as the Greeting Message, it forms the first impression of your organisation.

Key questions concerning your welcome message:

- Do the first 5 seconds on the phone with your company differentiate your business?
- Does it reflect your brand?
- Does it make the customer smile or groan?

It's no longer enough to record a welcome that does nothing to reflect the personality of your organisation or to convey any excitement. A polite and

A polite and professional greeting sounds bland and uninviting to the caller

professional greeting sounds bland and uninviting to the caller. What's more, by greeting your customers in a similar fashion as everyone else, you're actually reinforcing the fact they're dealing with a 'machine' that may take them through a laborious and painful menu selection process. Is that the mindset you want your customers in once they call?

5 seconds is all you need to make an emotional connection





## Language that shapes the way callers think

It takes an expert to understand the essence of your brand promise and distil it down to a fantastic greeting. By subtly adding your company motto or briefly referring to your latest campaign or promotion in the greeting message, it's possible to establish a brand connection and lead with something of value to the caller from the very outset of the call.

## MFX and SFX that makes callers go WOW

Do you have a soundbyte or a piece of music associated with your brand? Maybe you feel that a certain style of music best reflects your company. We mix a sample of this at the start of your messages so your callers instantly connect with your brand in their head. A good example is Intel's five-note soundbyte, recently rated by Fastcompany as the second most addictive sound in the world, after a baby's giggle. The sound of Formula One cars or the swoosh of an airplane create instant associations in people's minds and these can be very powerful tools when employed correctly.

Press play to watch a 30 second **video demonstration**



## The right read

You wouldn't use just any old voice in your radio ad or TV commercial and the same rule applies when it comes your phone system. We direct our huge range of professional voiceover artists to deliver a read that reflects your brand's personality. A conversational voice read isn't easy to do but professional voiceover artist are just like actors and specialise in this. You know Robert De Niro will always put in a great performance but if he has Martin Scorsese as director you know he's going to be better than great.





## The 3 Cs of making your menu options more appealing

Now that we've paid some attention to your welcome, where do your customers go after that? Depending on your phone system they will either get to choose from a series of menu options or they will have to wait whilst their call is redirected.

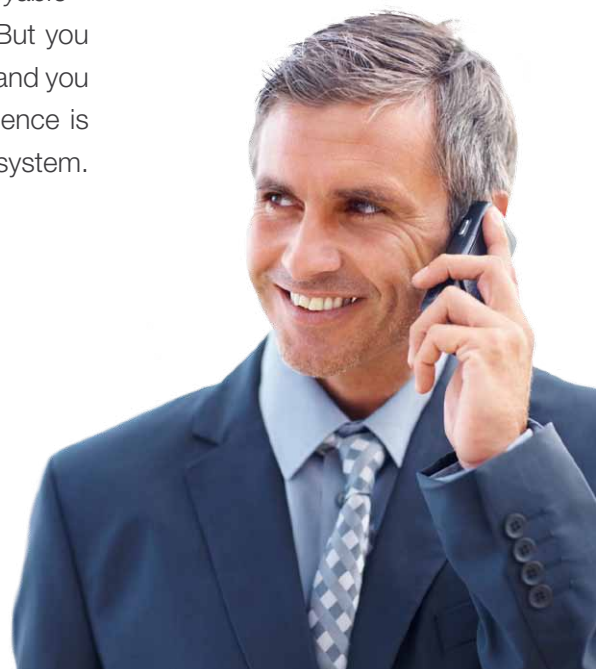
Key questions concerning your voice prompts:

- Is it *consistent* with your new welcome message?
- Is it *clear* enough to follow?
- Is it *compelling* enough to prompt callers to act?

you can be certain your callers feel the same

Let's assume they hear a menu selection. What is your first thought when you enter an automated menu selection? Unabashed enthusiasm or the exact opposite, because you can be certain your callers feel the same.

But it doesn't have to be that way. A menu selection system done well can be a quick, easy and yes - *enjoyable* - experience for your customer. But you have to put some thought into it and you have to ensure the caller experience is consistent throughout the entire system.





## Consistency is key

It's not enough to simply have a great welcome message and then go back to tedious, droning voice prompts for your menu choices. Again, the language you use is important if you want to humanise the voice prompts in your IVR and actively engage your customers.

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## Is it crystal clear to the caller?

Your language needs to be user friendly (jargon-free and easy to read out loud) to help callers find the option that best applies to them. It needs to be customer service friendly to ensure you are sending the right message and positioning your organisation as one that cares. The language needs to reflect your core brand promise. And lastly, it has to be grammatically correct. A lot to consider, but not impossible.

## Does it sound compelling?

How do you choose a voice that's going to engage with your customers? Should you choose a male or female? Youth or maturity? Light and airy or more serious and reassuring? What accent should they have? Will the qualities of the voice need to change depending on the language? This will all depend on your branding. We search the globe to find the perfect match.

watch our 1  
minute video  
on **branded**  
**voice prompts**





## Meaningful marketing messages

You will also be presented with opportunities throughout your menu system to backup your current marketing campaigns with short, targeted marketing messages before certain prompts. When done correctly these marketing messages can be very effective at generating additional up-sales or cross-sales. But they have to be concise, they have to be relevant and they have to add to the flow of the system rather than detract. We can show you how to make these messages meaningful.

So your customer is making their way through your system. They've made some menu choices by this stage and are now waiting to speak with a real person. When deciding what type of messaging and music to play during wait times, we consider where the caller

is in the interaction. For instance, the content of the message, type of music and length of break will differ depending on whether the caller is waiting before or after speaking with an agent.

marketing messages can be very effective at generating additional up-sales

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Key questions concerning your callers' wait:

- What happens while they wait?
- What are your callers listening to?
- What are they thinking?
- How are they feeling?





## Call In Queue Messages

Call in Queue (CiQ) messages are what smart marketers play the moment their caller leaves their IVR system and is placed in the queue to speak to a person. As the caller is yet to speak with an agent, it's fair to surmise they'll be feeling anxious about the wait. It's also possible the caller is thinking about a poor wait experience they've endured during a previous interaction so the overall aim is to relax the caller. Music should occupy the mid-tempo range. Music that's too fast can increase anxiety during a prolonged wait. Ideal backing music should be soothing, but not too slow as that can have the opposite effect and make the wait seem longer.

remind customers  
how you make  
their lives easier

Anxious callers who may be feeling frustrated by the duration of wait will not respond positively to messages with overt sales messages. Messages that instead reinforce how your organisation makes the lives of its customers easier will work best. The North American Telecommunications Association found

Messages On  
Hold makes  
callers happy  
to hold for up  
to three times  
longer

that Messages On Hold makes callers happy to hold for up to three times longer, which helps you meet and exceed your customer satisfaction targets by ensuring the caller stays on the line and gets their call resolved the first time they call.

Ask our team for a list of additional CiQ best practices.





## Permission On Hold messages

Once your caller has spoken to someone and given their permission to be placed on hold while the agent checks some information, you have another opportunity to play meaningful marketing messages.

25% of callers make a purchase based on an on-hold sales suggestion

During a permission wait on hold, the caller is in a much better frame of mind. Their call has been attended to so they're not feeling anxious. Bright, cheery music will keep the caller in

high spirits and is perfectly acceptable, as are messages scripted to generate excitement and enquiries about special products and offers. We recommend promoting an up-sell or cross-sell offer that will help your sales agent increase the odds of a conversion. As the wait is shorter, the caller is more likely to retain the information they hear in a message. The more information the caller retains, the more likely he or she is to make an enquiry. And the more enquiries your agents field, the more opportunities they have to carry out a successful up-sell. Research conducted by AT&T in America found that 25% of callers make a purchase based on an on-hold sales suggestion while surveys by Telemarketing Magazine show that 25-40% of callers make purchases based on information they heard on hold.



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## Conclusion

So your customer has experienced a welcome that immediately connects them with your brand and shows them they can expect a truly great customer experience. You've backed this up with menu choices that engage the customer and assist their journey through your system. You've entertained them with subtle marketing messages whilst they wait to speak to an agent and once they've given permission to wait you've used promotional messages to backup your current marketing campaigns.

By putting in place a unique Voice Brand the end result is a Customer Experience that's not only pleasant but has been entertaining and reinforced your brand. What does this mean for you? Better brand equity, higher customer satisfaction and more effective marketing campaigns of course!

[Click here](#) to contact us.

The screenshot shows a website landing page for 'Messages On Hold'. At the top left is the logo. A navigation bar contains links for 'Home', 'Contact Us', 'On Hold Messages', and 'Voice Brand'. On the right, there is a box for 'The 5-Second Guide To Voice Branding' with a 'Download Voice Brand Guide' button. The main headline reads: 'You have seconds to engage a caller. Make sure they count.' Below this is a paragraph: 'You want to make the right impression every time a customer calls, but you don't want to waste their time either. And that's where the problem lies. Your welcome message and menu system is designed to herd customers quickly and efficiently in the right direction. But your voice recordings lack the personality and professionalism of your organisation. That's why we created Branded Voice Prompts. What does it sound like? Play our brief Interactive Video and compare actual recordings of customer interactions taken before and after the Caller Experience is Voice Branded.' At the bottom left of the content area is a play button icon and a 'PLAY VIDEO' button. On the right side of the page, a woman with long brown hair, wearing a light green sweater, is smiling and talking on a silver mobile phone.



## About Messages On Hold

Messages On Hold, a part of The Message Group, is 100% focused on professional voice recordings for the telephone. We help organisations humanise their most widely utilised two-way touchpoint to emotionally engage callers in whichever language or accent their customers speak.

Messages On Hold's voice branding solutions deliver superior caller experiences for the millions of listeners who interact with its clients every day of the year.

Headquartered in Perth, Australia, with offices in Singapore and Hong Kong, Messages On Hold's nine in-house digital recording studios record, mix and dispatch thousand of voice branded audio productions every month in accordance with the fastest turnaround times.

With unparalleled expertise servicing large and small businesses across the Asia-Pacific region, Messages On Hold is the supplier of choice for the world's most beautifully-branded and customer-focused organisations.



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