

MESSAGE ON HOLD



AN OPTIONAL FEATURE FOR BLACKFOOT'S ERGO[®] PHONE.

On-hold messaging is a powerful marketing tool that keeps your customers happy and engaged. When done right, your on-hold message can educate, entertain and strengthen relationships with each and every caller.

Blackfoot's ergo[®] solution supports music, or a customized message about your business, while your callers are on hold.

Three Options for Getting Started:

1. Blackfoot can provide you with a small choice of rights-free, no-cost music. Ask your account manager for a list of options.
2. You can purchase music online from a licensed distributor.
3. You can provide a customized message to be played in place of music.

Once you've chosen an option, Blackfoot will upload your selection for you.

Why Message on Hold?

Callers with Silence on Hold will abandon their calls in less than one minute – 90% hang up within 40 seconds.

Callers with Message On Hold will stay on the line for up to three minutes longer.

Statistics from the North American Telecommunication Association (NATA) report.

Providing Your Own On-Hold Files:

Option 1: Purchasing Music

You can purchase music and provide the file (with proof of purchase) to your Blackfoot account representative.

You can purchase files from the following suggested sites:

- www.royaltyfreemusic.com/music-on-hold
- www.musiconhold.com

Option 2: Custom Message

You can create your own customer message and provide the file to your Blackfoot account representative. Local recording options vary, but generally local radio stations can provide recording services.

File Requirements:

All on-hold music and messages are subject to the following:

- The file should not exceed 5 MB.
- The file format should be .wav or .mp3.
- Blackfoot requires that customers who provide their own music or pre-recorded message files with music also provide proof of music purchase/license. Ripping a personal CD and providing a file is not permitted due to intellectual property laws.

**Minimum service commitment may be required. Implementation fee and other conditions may apply.*