



**JOHN DIGITAL**  
**SOLUTIONS LTD**

Enhancing Business Through ICT



# Project Proposal

# **VOICE ON HOLD**



## ABOUT US ...

John Digital is a full suite digital agency. We provide strategic, digital marketing and technology services to many of Africa's largest brands across all industry and government sectors.

To put it simply, we build, maintain, and promote business websites and provide digital solutions for companies of all sizes. Our full-service advantage allows us to deliver end-to-end solutions that provide measurable results.

Did you know 80% of consumers choose talking on the phone as their preferred way of interacting with their customers? Customers prefer hearing and interacting with a human voice instead of email or chats. Voice on Hold works as a way to promote your business by plugging your other available services with on-hold marketing messages.

## Talk to us for professional voice on hold

Voice on hold or ring back tune is a new service used by companies and organizations of all sizes to deliver information to their callers waiting on hold before their calls are picked or transferred. It is also called audio marketing.

What does your customer hear as they call your business?

Did you know you can activate a sales representative that will always be there courteous and supportive to direct users to the right channels at all time.

## Why Us

Our clear and refined vocalists and skilled sound engineers record the most proficient voice-on-hold messages for our clients.

- We don't download generic tunes
- VOH gives your organization an appealing image
- We provide an option of a premium voice over male or female artist
- it features a premium customized theme song as the music background
- we offer a professionally well thought out written script
- it is easy to install on the phones
- it has unique, creative, catchy and entertaining song

It also seeks to represent the personality of a company or organization in the medium of audio will create a personalized voice on hold with the name of the company, physical location, branch mentioned where applicable, products and services, website, social media platforms and any other relevant information which will be installed in staff phones and switch board so that all your callers get to hear about all the services and products

## 1. PROTECT AND MAINTAIN A PROFESSIONAL IMAGE TO NEW AND EXISTING CLIENTS

Never miss a chance to create a first impression! And for existing customers, the importance of maintaining your professional image voice on-hold should not be underestimated.

## 2. REINFORCE AD CAMPAIGNS, CROSS-SELL AND UP-SELL WITH VOICE ON-HOLD

Let your personalized voice on hold back up the beginning of your sales agent's conversation. On hold messages will increase callers' interest in products or services mentioned while they wait on hold!

## 3. CALLERS LEARN MORE ABOUT YOUR COMPANY WHILE THEY WAIT ON HOLD

Turn on-hold time into marketing time! Let your caller know about your products, services, and promotions or industry tips and information. It's smart and cost effective business decision.

## 4. A PROFESSIONAL ON-HOLD SYSTEM WILL REDUCE COSTLY HANG-UPS

Give your callers something interesting to listen to and they'll stay! Let them know their business is important. Feed their curiosity. They'll hold much longer and be less frustrated.

## 5. MARKETING ON-HOLD CREATES A POSITIVE CALLER EXPERIENCE.

Customers judge your company based on their contact experiences...in person AND on the phone! You'd never allow an awkward moment of silence in a business meeting - why treat your caller any differently? Let On-Hold Marketing help you create a pleasant greeting, an efficient menu tree and professionally recorded messages to entertain your guests.



## Packages:-

### SILVER PACKAGE

- Customised music bed/sound track
- Premium Voice over artist
- It's 40 secs voice on hold
- Installed on Safaricom and Airtel lines

**KSH 60,000**  
**+VAT**

### GOLD PACKAGE

- Music Vocal tag-in(singing at the beginning for like 2 -3 seconds)
- It's a 40 secs voice on hold
- Premium Voice over artist
- Customised sound track
- Customised background hums
- Installed on Safaricom and Airtel lines

**KSH 110,000**  
**+VAT**

### PLATINUM PACKAGE

- It has a 40 sec to 1 min complete theme song(jingle) of the company
  - Premium voice over artist
  - Jingle cut out for tag-in
  - Jingle cut out for tag-out
  - Customised background hums
- Installed on Safaricom and Airtel lines

**KSH 200,000**  
**+VAT**



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## CONTACTS

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