



# Worth the wait

Five-star customer experiences start  
with our on hold services



# Helping you sound great

Customer expect amazing service. At every touchpoint. So a personalised, welcoming and professional on hold call system is super important. Especially as they're proven to deliver higher satisfaction rates. Which can lead to increased loyalty. Which can lead to more sales. That's win, win, win.



## A solution as unique as your brand

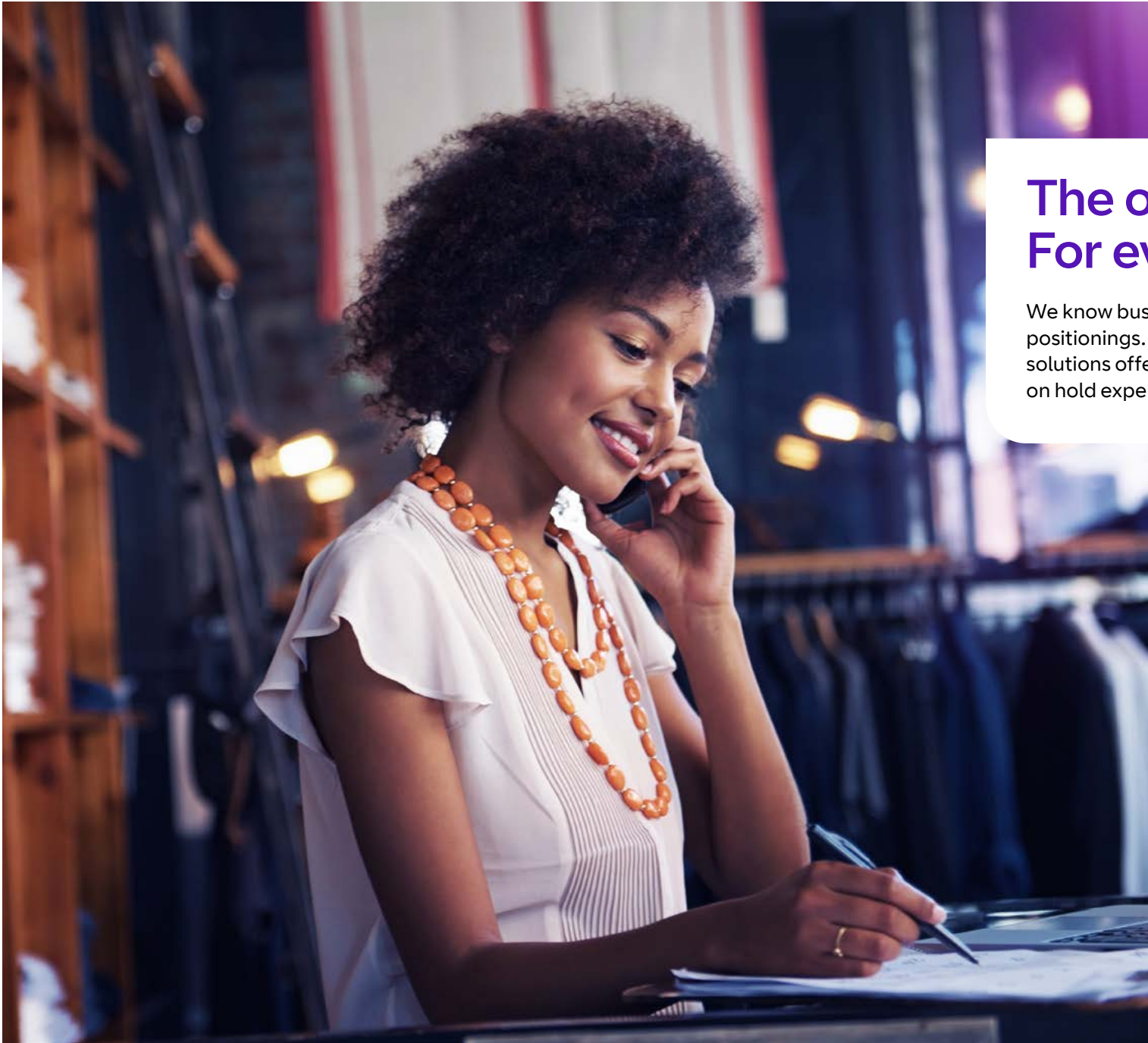
With our on hold services, you can tailor your messages and music to suit your audience. Further improving their effectiveness.

## Drive up efficiencies and standards

A clear call route saves time. For you and your customers. Callers get to speak to the right team member straight away and your people aren't continuously transferring them.

## Cost-effective marketing

Got an offer on? Or exciting news? Tell your customers using your on hold messages. They'll appreciate it. And so will you. It's a lot cheaper than traditional advertising.



# The one-stop solution. For everyone.

We know businesses' needs vary. As do brand positionings. Our premise- or cloud-based solutions offer all you need to create your perfect on hold experience.

### Select your message pack

Choose from a single, monthly or quarterly message contract.

### Pick your style of music and type of voice

There are over 100 royalty-free tracks and ten professional voice-over artists.

### Manage it online

From creating your bespoke messages, to viewing the message production progress. You can do it all using our dedicated online portal.

### Get all the support you need

Services only. Hardware supply. Installation. You can even add a three- or five-year maintenance plan. Our experts can do as much, or as little as you like.

# How to get in touch

Help deliver the great service your customers expect. Get in touch, or visit [www.bt.com/micloud-uc](http://www.bt.com/micloud-uc)



## Offices Worldwide

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May 2020