

# REFRESH IT

**Included in your On-Hold Media Group service at no extra cost!**

One of the most important factors in keeping your on-hold message effective – is keeping it fresh! Frequent updates to your messaging will minimize callers' tendency to tune out after hearing the same content every time they call and are placed on hold. And we've just added a new way to keep your message fresh and effective!



As your existing scripts begin to “age” we'll touch them up and re-record with a new voice for a fresher sound. And you don't have to do a thing! Of course, you can choose which scripts get refreshed first, if you prefer – and you can request that selected scripts not be changed if you want to retain them exactly as they are. Otherwise, ReFresh-It happens without you lifting a finger.

**We've been keeping it fresh for over two decades – and we're always improving.**

We are celebrating our 20th Anniversary of continually developing industry-leading advancements which enable our clients to maximize their on-hold message freshness. In fact, that was one of our founding principals, and it remains one of our top priorities. Our dedicated Account Managers apply a five-prong approach to make sure your messages are heard and remembered.

## **FIVE WAYS WE KEEP IT FRESH FOR YOU:**

1. Creating new custom messages on request
2. Using national libraries & quarterly Showcase scripts
3. Engaging Shuffle CMS to constantly rotate content
4. Changing the background music regularly
5. Using our new ReFresh-It service to keep your existing content sounding new & interesting

*Refresh-It... just one more way that “We've Got Your Back.”*

