

MOH SCRIPT DEVELOPMENT

CUSTOMISED MESSAGES

We make it easy for you to have professional voice & legal music loaded onto your Phone System.
By completing & returning this form we'll be able to draft a script for your written approval, before recording.

Please return this form via either fax to : 02 9518 4066 or email to: scripts@musiconhold.com.au

YOUR COMPANY NAME:

YOUR CONTACT (Phone & Email):

Your Music On Hold (MOH) Media Space is a unique advertising platform that when used professionally will have a positive effect on your Branding & Customer Experience . It is aimed specifically at your Captive Audience ; your callers. As they have already filtered through your other marketing avenues, it's better to speak more directly to them, i.e narrowcast instead of broadcast, as 'less is more' works wonders. With the info you provide here, we'll draft a 5 x SPOT Promo (MOH-Promo). Each SPOT will have no more than approx. 40 words max, less where possible. Your 5 SPOTS are mixed together as a single file with Music Intervals of approx. 15 to 20 secs. The average MOH-Promo is 5 mins

Who is your target Audience?:

Who are your main callers?:

What's your caller's average hold time?

What is your website address?:

Is it up to date? Can we use it to source information for your script?

What is your Key Positioning Statement?

Do you have a company slogan? Please advise if so.....

How would you like your On Hold to sound - Corporate Natural Humorous

MOH-PROMO (On Hold Promo) List points you would like highlighted:

(For example: Services, specialties, Awards, Up sells, Did you knows, Location, special events, support, Charities)

AUTO ATTENDENT FILES : Only complete if ordered.

WELCOME OPTIONS:(eg: For Sales Press 1, For Accounts Press 2)

OPENING HOURS :(eg: Mon-Fri 9am -5pm)

How often would you like to freshen up your MOH?	Music Preference:	Voice over Preference:
<input type="checkbox"/> Monthly	<input type="checkbox"/> Chill	<input type="checkbox"/> Male
<input type="checkbox"/> 3 Months	<input type="checkbox"/> Modern	**OR**
<input type="checkbox"/> 6 Months	<input type="checkbox"/> Classical	<input type="checkbox"/> Female
<input type="checkbox"/> 12 Months	<input type="checkbox"/> Easy Listening	If you would like both please ask as additional charges may apply
<input type="checkbox"/> Couple of Years	<input type="checkbox"/> Dance	
	<input type="checkbox"/> Strings	