

Beauty On Hold | 866-359-4653

Customized on-hold marketing by TelephoneOnHold.com is valuable for businesses of all types and sizes. This is especially the case for the beauty industry – spas, salons and med-spas. With the Beauty On Hold System, callers on-hold hear professionally written & produced marketing messages with soothing background music.

The typical day spa, salon or med-spa places **70% of callers on-hold**.

And, when on-hold, callers are likely to spend over 40 seconds waiting. A minute of silence feels like an eternity, while simply playing music isn't productive for the practice or the patient. That's exactly why the beauty industry has turned to TelephoneOnHold.com's Beauty On Hold System.

YOUR BEAUTY ON HOLD SYSTEM CAN:

- Promote specials, packages & new services
- Educate callers about your services & beauty products
- Promote gift cards for gift-giving or incentive programs
- Educate callers about your staffs' experience
- Utilize time productively

SHARE VALUABLE INFORMATION

"In addition to keeping them from hanging up, our callers truly respond to our on-hold specials" says Billie Adelson of Tranquility Spa in Westchester, NY.

"Each month our specials change and within 24 hours, our on-hold message changes with them. It's professional, quick and easy. Tranquility Spa has benefited from the Beauty On Hold System for five years and couldn't imagine the spa without it – especially during the holiday rushes!"

FLEXIBLE, RELIABLE

Joseph Cione Salon in the heart of Manhattan, NY is no ordinary salon – with celebrity clientele both in and out of the entertainment industry, it needs all aspects of the customer experience to be extraordinary. "The best part about our on-hold system is how easy it is to change," says Joseph Cione, Jr. "Some months we like to have a British voice, other months we like to have an American voice. Our on-hold system, just like our Salon services, is flexible and ever-changing."

THE ON-HOLD PROCESS: JUST ONE WEEK

The on-hold setup process is surprisingly quick & easy. Once a salon or spa hires TelephoneOnHold.com, the interview process begins. Information about the business is gathered & a short questionnaire is completed so that our on-hold scriptwriting team can create a dynamic, customized on-hold script. Scripts are generally 7 to 8 paragraphs in length & represent a total runtime of approximately 5 to 6 minutes of audio.

After the on-hold script is written, it is submitted to the salon or spa for review & approval. Once approved, the script goes to our recording studio for professional voicing. Of course, clients can select preferred on hold voice & music selections online. Voice & music selections are available at telephoneonhold.com/soundstage. Start to finish, the on-hold process generally takes less than 1 week.

CUSTOMIZED ON-HOLD MARKETING IS AVAILABLE FROM TELEPHONEONHOLD.COM AND BY CALLING A BEAUTY ON HOLD EXPERT AT 866-359-4653.