

On Hold Statistics Courtesy of the On Hold Messaging Association

- "Executives spend 15 minutes a day – or 68 hours a year – on hold." - USA Today
- "41% of American consumers have initiated a purchase over the phone in the last year." -American Teleservices Association
- "On average, seven out of ten callers are placed on hold." - Inbound/Outbound
- "94% of all marketing budgets are spent on inducing a customer to call, while only 6% is spent on handling the call once it is received." - Inbound Telephone Call Center
- Jefferson Denneandrus, a research firm, found when callers were presented with On Hold Messaging versus silence or a radio commercial they would stay on hold longer, they were more likely to exhibit interest in the product advertised, they were more likely to retain information, and they were less agitated.
- Survey results found that 88% of callers preferred On Hold Messages to other hold options, and 16% made purchases based on an on hold offer. MaxiMarketing
- Callers stay on the line up to 25% longer when provided with On Hold Messaging versus "dead air" or "background music," and up to 17% longer than radio. Infomax, Inc.
- "The average person will spend 1.2 years on hold." - Woman's World Magazine
- "34% of callers who hang up will not call back." - Voice Response, Inc.



[Telephone On Hold Marketing](#) is an affordable, effective, and easy means of communicating with your callers.

Telephone On Hold provides voice prompt, VoIP audio, message on hold and music on hold services for thousands of clients, reaching a [broad range of industries](#), including dental, veterinary, HVAC and more. Our studios offer a rich selection of voice talent and background music tracks. Take a listen to our [Soundstage](#).

How can Telephone On Hold help you and your company? Not sure? See what business owners just like yourself say about Telephone On Hold by visiting our [testimonial](#) page or give us a call at 866-359-4653. Call anytime!