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Phone Marketing Technology Helps Florists During Valentine’s Day Rush.

(Middletown, NY) February, 9, 2011. This Valentine’s Day, retailers across the country will be relying on savvy technology and marketing skills to help boost sales and manage the sudden influx of call volume.

Behind the scenes, calls to thousands retailers will be routed through Telephone On Hold’s Call Management System, which greets each caller, presents a promotional message, and puts callers into a cue for the next available store employee. With professionally crafted marketing messages, the call-management solution is designed to increase the average ticket sale, provide a consistent and professional caller-experience, and generate fewer dropped calls.

“The bulk of our business is generated over the telephone,” says Janet Barberio of Absolutely Flowers. “In addition to providing valuable information to each caller, this provides them an improved experience when they call.”

“Customers might not be thinking about adding a balloon or a plush product (teddy bear) to their arrangement when they first call,” says Justin Ginsberg of Telephone On Hold. “Our point-of-sale phone marketing system entices these upsells at the precise moment of purchase. Done right, this is much more than your average music on hold.”

For florists and other retailers, Telephone On Hold’s call management solutions assist in making Valentine’s Day as “Rosie” as possible. As Ginsberg says, “We’ll be speaking to millions of husbands, boyfriends and last-minute shoppers. That’s a lot of love (and money) on the line!”

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About TelephoneOnHold.com:

TelephoneOnHold.com provides businesses a unique opportunity to communicate valuable marketing information to callers. Businesses commonly utilize these marketing tactics to educate callers about services and products, promotions, and upcoming events. Each marketing production is customized with specific scripting, professional voiceovers, and background music in the company’s NY-based office and in-house studio. Telephone On Hold is currently serving on the On Hold Messaging Association’s (OHMA) board of directors. For more information visit <http://www.telephoneonhold.com> and <http://www.telephoneonhold.com/floral>