



## **Cold weather means phone lines are heating up for HVAC companies.**

(New York) February 9, 2011. There are few things in business and in life that you can control. Your caller's experience is one of them.

2011 will be remembered for among other things, extreme weather. Much of the country was pounded with record snow-levels, jaw-dropping record low temperatures and plenty of extreme weather. With frozen pipes, broken boilers, and heating systems that decide they've had enough, the heating industry has handled record-levels of inbound telephone traffic.

Understaffed for the sudden influx of calls, HVAC and plumbing firms across the country have relied more and more on their on-hold music and marketing system to "come to the rescue."

"It's like having another employee," says Steve L. from an upstate New York HVAC company. "We are able to rest comfortably knowing that our callers will still be there when we come back to them. And, they'll be asking about our maintenance agreements, service plans, and warranty options."

The Telephone On Hold solution for the HVAC industry is intended to generate additional revenue by marketing new products and services, answer common questions, and instill a positive first impression - ultimately keeping the caller from hanging up. "Our team will evaluate the marketing goals and strategies of each client," says Justin Ginsberg of Telephone On Hold "to create a customized on-hold experience specific for each client. What makes your company special? We want to know about it and you should want your callers knowing about it too!"

Most popular with HVAC clients is Telephone On Hold's flagship solution, **The Signature 4** - affording the ability to update marketing messages quarterly, or seasonally. "With the HVAC industry especially, The Signature 4 lends itself very nicely to these necessary seasonal marketing updates."

Packages are available and come full turnkey inclusive of necessary on-hold equipment, scriptwriting, creative consultation, studio time, and "hands-on" support. For more information, visit [www.telephoneonhold.com/hvac](http://www.telephoneonhold.com/hvac) or call 1-866-359-4653.

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### **About TelephoneOnHold.com:**

TelephoneOnHold.com provides businesses a unique opportunity to communicate to callers while they are on-hold. Businesses commonly utilize these marketing tactics to educate callers about services and products, promotions, and upcoming events. Each on-hold 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 a 2-year term on the board of directors of the On-Hold Messaging Association. For more information visit <http://www.telephoneonhold.com>