



## Professional **One-Off Payment** Messaging & Music On Hold

The Music On Hold (MOH) service you have selected is to be provided by our preferred supplier Music On Hold Australia.

The following 5 Steps are all that's needed to get your company's MOH sounding its very best. The music used in your MOH production is from Music On Hold Australia's 'Licence-Free' catalogue, allowing your Business to be exempt from any APRA/PPCA Public Broadcast Licences\*.

**Music and Voice Samples are available at [www.musiconhold.com.au](http://www.musiconhold.com.au).**

- STEP 1:** Think about the style of Music that will best convey your company's audio image, and think about how often you would like to change it, if at all! Music is very important to create mood & key when creating your clients caller experience
- STEP 2:** Advise Music On Hold Australia of the main points you want your callers to hear about you, while they're waiting on hold. Think about your caller profile, and remember that On Hold media is quite different to your other forms of advertising, as you'll be speaking directly to your captive audience. So who mainly calls? What do they mainly call about? How long is the average hold-time? To optimise Cross-Sell & Up-Sell Music On Hold will help with all aspects of scripting.  
**TIP: No one likes boring long messages so we'll keep messages short & punchy...**
- STEP 3:** Music On Hold will contact you and ask you for your points. They'll then email you a draft script for your review and will happily liaise with you until the script content is 100%. Once the script is right they will ask for your written script approval prior to recording. Please also advise Music On Hold Australia of your preferred music & voice styles.
- STEP 4:** Your Approved Script will then be scheduled in the next available session of your selected voice over. After the recording is completed and mixed, one of their Audio Engineers will call you to play your mix over the phone to seek your final audio approval
- STEP 5:** Your Music on Hold solution will be installed by us as per the agreed installation date.

\* Any music that has been commercially released requires Annual Licences from both APRA & PPCA when its played in a Business environment. Music from the Music On Hold Australia Library does not require you to pay annual Public Broadcast Licences.

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If you have any questions at all about the Music On Hold steps, please call Music On Hold Australia directly on 1300 553 991