

Hot Tip #20



Improve your Company's Image!

There are a number of ways to improve your company's image that are often overlooked when developing a marketing plan. One of the most effective ways to do so, as well as advertise to your customer base, is through the use of on-hold advertising with professionally recorded voice messages. The benefits of ITS' Professional Voice Recorded Messaging include:



- Professional company image
- Customers become a captive audience while on-hold
- Messages are customized to *your* business' needs/scripts developed with *your* messaging
- Works with most phone systems

ITS has put together a list of tips to consider when choosing an on-hold advertising provider:

- Ask about renewal fees, hidden costs and contractual plans because very few businesses need them.
- Ask about 'turnaround' time, since timely processing of your order is of the essence.
- Ask about the talent levels of the voice-over artists they have on staff. ITS provides messaging from a team entirely made up of major market voice talents, producers and veteran copywriters.
- Ask about the choice of music, since many only offer a few selections in each genre. ITS offers over 300 selections to choose from.
- Ask if the script will be a 'boiler plate' style that does not allow for customization.
- Ask for references from previous customers, and contact them.

Don't be lured in by companies that sign you to an expensive equipment or script update contract with a 'free' or low-cost on-hold recording. It's usually not worth paying for at any price and a CD or MP3 playback module works fine. Better yet, upgrade to a VoIP system! It's worth the investment.

To hear samples of some of our existing customer messages, please visit www.itstelecom.com/voice_recordings.htm or call our Client Services team at 800.876.4ITS (4487) today for more information!

[\\$20 Gift Cards to Celebrate 20 Years!](#)

To help celebrate our 20th Anniversary, ITS is randomly selecting customers to receive a \$20 ITS Gift Card each month! Winners will receive the Gift Card included with their bill, so be sure to check yours!

Congratulations to the following clients who called in the key phrase in our monthly newsletter to receive a \$20 giftcard !

Howard Hammer - Chatsworth, CA
 V. Vartanian-Farmers insurance Group - Simi Valley, CA
 First Allied Securities - Los Angeles, CA

Also, congratulations to these randomly selected "Customer of the Week" Gift Card winners -- in appreciation of your loyalty and celebration of our 20th Anniversary!

USMG - Woodland Hills, CA
 Instant Fire Protection - Canoga Park, CA
 CSE Medical Group - Simi Valley, CA

ITS realizes that these days all businesses are looking for ways to save money and improve efficiencies. In response to this, ITS has put together this Hot Tips mailing with the goal of providing our customers tips on how to save money or improve efficiencies in their business. You can look forward to a new Hot Tip in your mailbox every month.

At ITS, we truly value our customers and are committed to helping you with your communications and networking solutions by being your telemangement expert so that you can focus on what you do best and not worry about technology getting in the way. If you have ideas you would like us to explore further or would just like to send us feedback, please send an email to HotTips@its-omni.com.

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