

Telephone Messages On Hold

"have proved to reduce customer hang-ups by 30%"

educate callers who are on hold or being transferred. When a caller is on hold, that is your chance to tell them what you do, how you do it, affiliated services and a little about your history. That way your customers are much less likely to hang up when they are on hold and you get your message across, gain further respect, and with any luck make that extra sale.

On-hold messages keep callers informed, promote products, enhance business reputation, provide useful information and

Established in 1992 in Canberra, NCH Swift Sound produces on-hold information services for both business and government customers across Australia.

NCH Swift Sound

"a leader in on-hold technology"

NCH Swift Sound is a leader in on-hold production technology and our production systems are now sold overseas in over 30 countries. We continue our commitment to servicing local customers. Our specialist recording studio is state-of-the-art and achieves superior quality audio over the telephone medium.

We employ experienced script writers and professional voice over artists and guarantee our productions will enhance the image of your business. We also pride ourselves on our quick turnaround time - you can have on-hold messages on your phone within 7 days.

The Production Service

"includes everything from scripting to installation"

NCH Swift Sound offers a complete on-hold message solution. Our service includes creative scripting, professional voicing, music licenses, studio production, digital messaging equipment, delivery and technical and installation support.

Our production service covers a number of messages (usually between 4 and 12 depending on your requirements) running around 30 seconds each. We always use 2 voices (a male and a female) on each production because it sounds better. We mix a number of different music tracks between the messages and all music licenses are included so there are no extra PCCA fees.

If you have something playing on hold now, you know you can play on-hold messages. If not, and your office has a telephone key system (PABX) you almost certainly can connect on-hold because almost all modern phone systems have that facility. If in doubt, please ask us.

On-Hold Players

"can expire a message exactly at a preset time and date"

NCH Swift Sound Recommends one of two player options:

The IMS On-Hold Messages Player is a computer controlled player. There are many benefits in using a PC including the ability to date-time schedule individual messages (for date sensitive promotions), you can control your own messages and receive immediate internet studio connection updates.

For the computer controlled player option you need a Windows PC with an available sound card. This is strongly recommended if you want to use date-sensitive material.

As an alternative, we supply CD players which we recommend where a computer is not available. With the CD player option we record your messages on a CD and send them to you.

Pricing for either player is included with rental and a full new for old replacement service for the duration of the contract. NCH Swift Sound will cover all other equipment costs. The only other fee you may need to pay is to your telephone company if your telephone system is too far away or needs special programming.

To order please complete the following Rate Card and Production Order Form.



NCH Swift Sound

Phone: (02) 6162 0596 - Fax: (02) 6162 0598 - E-mail: nch@nch.com.au

Address: Unit 13, Level 3, 28 University Avenue, Canberra City, ACT 2601.

Rate Card And Production Order - Telephone On Hold Messages

Includes:

Scripting, professional voices (male, female, or both), studio recording, music licenses, studio mixing and delivery.

You can purchase our IMS on hold software at www.nch.com.au/ims. We can also provide CD player equipment for your on hold messages.

Production Pricing:

| Updates per year | Price per month (ex GST) | Price per month (inc GST) |
|--------------------|--------------------------|---------------------------|
| 1 | \$25 | \$27.50 |
| 2 | \$45 | \$49.50 |
| 4 | \$60 | \$66.00 |
| 6 | \$85 | \$93.50 |
| 12 | \$165 | \$181.50 |
| Pay Per Production | \$250 | \$275.00 |

Plus a once-off establishment fee of \$330 (including GST). This fee is waived if you already have an on-hold message service.

A single 'production' is usually between 4 and 15 x 30 second messages with short music gaps between. The single production fee covers all these messages (you don't pay per message). The production fee includes scripting, professional voicing (male & female), music licenses, studio production, mixing and delivery.

Conditions:

- Must be accepted by Fax on this form (complete below).

Terms

1) Terms include the conditions above.
2) A telephone key system with onhold capability is required.
3) We may need access to your offices to install the system. If we cannot install when we attend a standard call out fee will be charged.
4) The IMS option requires a Windows computer and sound card that should be maintained and backed-up by your IT staff. Your IT administrator may need to install software.
5) The establishment fee will be due on delivery of the first draft script.
6) Recurring billing will begin from the date we mail you the production, player, and instructions.
7) No credit will be given for periods where the services is not working due to delays by your staff, telephone installers, third-party IT staff or otherwise outside the control of NCH Swift Sound.

8) The productions must be checked soon after installation.
9) If there is a problem with the messages or the player at any time this must be reported to us by fax or email. We will credit you for any out-of-service periods if we cannot fix the problem within 7 days from receipt of notice.
10) Accounts more than 30 days overdue will have a \$22pm account keeping fee applied.
11) Copyright of all material belongs to NCH Swift Sound.
12) Equipment remains the property of NCH Swift Sound.
13) The equipment must be kept securely in circumstances covered by your insurance for personal injury and property loss. If the equipment is stolen or damaged while on your premises you will be required to pay replacement cost.
14) Termination requires 3 months notice in writing. Billing will continue until all equipment is returned to us.

To proceed to have an on-hold Service please complete this form:

Business Name: _____ Tel: _____
Address: _____ Fax: _____
_____ Email: _____
Contact Person: _____ Your PO#: _____

Number of updates per user: []1 []2 []4 []6 []12

Fax the completed form to (02) 6162 0598.

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