



Custom
On-Hold Marketing
Proposal

for

Fisher Auto Parts

512 Greenville Avenue
Staunton, VA 24401
540-885-8901



Introduction

Fisher Auto Parts has defined a need to drive consistency across markets with a custom On-Hold Message solution that is consistent throughout all locations. Fisher Auto Parts would like to take advantage of opportunities to speak directly with their customers, while better promoting new products and services.

Situation Appraisal

Locations currently have a mix of silence, and generic built-in music. (see sample)

Objectives

1. Provide a consistent message across Fisher Auto Parts markets
2. Allow market-level control over messaging
3. Promote new services and products, promotions
4. Inform and educate callers about Fisher Auto Parts

Implementation

- ▶ Remote message management
 - ▶ Network-connected player means no need for phone lines, and it means faster, easier access to changing your messaging. It also allows us to constantly monitor your system, not just once per quarter.
- ▶ Quarterly script production
 - ▶ Our scriptwriters will work with your creative team to craft updates four times per year to coincide with your main marketing messages.
- ▶ Store-level customization
 - ▶ Additional store level custom messages included for time-sensitive promotions or customer appreciation days, etc.
 - ▶ Fisher Auto Parts Voices: Each location can have a message voiced by the manager, targeted to the customers.
- ▶ Holiday Music
 - ▶ Automatic holiday music if requested

Accountabilities

- Prosound will email the Marketing Contact on a quarterly basis to remind them of the opportunity to update their messages, and to work with them on crafting the updates and changes.
- Prosound will provide and maintain the network-connected playback equipment necessary to allow for remote downloading of messages to the store locations. Prosound retains ownership of equipment.
- Prosound will be responsible for the installation of the digital playback equipment at each location.
- Prosound shall indemnify and hold the client harmless from any and all claims, liabilities and costs, losses, damages or expenses (including attorney's fees) arising from any third party claim directly relating to the music composition and the underlying master recordings.
- Prosound will perform monthly audio checks, and constant network checks of the players.
- Fisher Auto Parts will notify Prosound of new store openings or acquisitions in order to have the custom On-Hold message setup at those locations.

Contract Term

This contract carries no term. We believe that our commitment to you is more important than any "legalese-filled" contract, and we are guaranteeing your satisfaction with our "OneConditional Guarantee"

OneConditional Guarantee:

You may cancel this service at anytime, provided you suggest One Way that we can make our service better or more in line with what you wanted or expected. It is that simple. Billing will continue until player is returned or purchased.

Fee Structure

- \$20 per store per month.
- Additional unscheduled message changes: \$20 per location changed
- Account Setup and Installation Fee: \$125 per store

Acceptance

Authorized By: _____ Title: _____ Date: _____





**90% of people placed on hold hang up within 40 seconds.
In contrast, those exposed to music will hold for 30 seconds longer.
However, those given a combination of music and information will hold for up to THREE minutes!**
(Study...North American Telecommunications Assn.)

Client Lines:

“Last week a customer that was upset with us about a problem was so amused with our on hold messages that he almost forgot he was upset with us! After we resolved the problem, he then proceeded to tell me that we have the best on hold messages he has ever heard. There is not a week that goes by that someone does not compliment us about them, so keep up the great job!

(Charlottesville Glass and Mirror – Client since 2001)

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