

## Advanced caller experience improvement available from Masergy and Captivate Connect

Why settle for the basic Music on Hold (MoH) solution that comes standard with a static message that always starts at the beginning?

As a Masergy customer you can now inform and engage your customers while they are waiting in queue or on hold with a dynamic on hold audio service from Captivate.

You can select a music genre, provide any existing audio to Captivate for upload or Captivate will write and produce promotional messages about your business at a one off cost per message.

**ALL FOR JUST \$30 PER MONTH\***

### Benefits

- ▲ Your customers will have a quality hold experience
- ▲ Callers will hear messaging from a different point each time
- ▲ Entry messages will deliver time-sensitive information
- ▲ Timely product or service promotional offers
- ▲ Custom messages for specific company department or extension
- ▲ Advanced calendar scheduling of holiday messages
- ▲ High-definition audio
- ▲ Customer Interactivity: ability for callers to enter digits to choose music or informative content on hold
- ▲ Voice Recognition IVRs available
- ▲ Advanced analytics, including hold times by date, time, duration and extension
- ▲ Ready access to custom messaging, professional script development, and a wide-range of in-queue/onhold and licensed music options.
- ▲ Increase sales of product or service to new customers
- ▲ Up-selling and cross-selling opportunities for existing customers
- ▲ Minimize lost calls and lost business



### ADVANCED FEATURES



**No practical limit to the audio duration.**



**Deviceless  
No equipment to buy or maintain**



**Internet radio can be played to callers.  
(Additional costs apply)**

### ONCE YOU'RE CONNECTED, YOU CAN:

1. Provide audio files for Captivate to upload, .mp3 by preference.
2. Select a music genre from Captivate's extensive library. The music will be changed each month whilst remaining in the same genre.

[CLICK HERE FOR SAMPLES](#)

3. Have Captivate script, voice, produce and upload promotional messages. These are \$100 per message and can be scheduled.

\* Per month for each connected audio stream.

\* Additional Groups sharing the same content are just \$15 each.

