

VOICE MESSAGING



MOOD:™

Voice. By Design.

Seconds are precious in a 24/7 world. Don't miss a chance to connect with customers and make your voice heard. With Mood Voice Solutions, we help you design and execute a messaging strategy, so you can make the most of every moment.

ON-HOLD MESSAGING

Create a positive on-hold experience for your customers. Retain callers, reduce hang-ups and engage customers with relevant information that makes the time fly by.

- + Reduce perceived wait time and keep callers on the line
- + Increase awareness about products and services
- + Highlight promotions and supplement marketing efforts

ON-SITE MESSAGING

Blend targeted messages with the right music to communicate with shoppers. Enrich the on-site experience with a branded channel that you control, and impact decisions at the point-of-purchase.

- + Highlight promotions at the point-of-purchase
- + Invite customers to interact with your brand online or via social media
- + Rely on consistent messaging and professional delivery every time



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THE POWER OF MESSAGING

60%

Without messages or music, nearly 60% of business callers placed on-hold will hang up. Almost 30% of these callers won't call back.

- CNN

16%

Callers who make a purchase as a result of something they heard on-hold.

-Maximarketing

41%

Shoppers who recall hearing retail audio advertisements made a purchase they were not planning on making after hearing a commercial or announcement about the product in the grocery store or drugstore.

-Arbitron Retail Media Study

66%

Purchasing decisions made on impulse at the point-of-purchase.

-Point-Of-Purchase Advertising Institute

VOICE MESSAGING

How It Works

Whether your objective is to communicate important information to your customers, or create an atmosphere that reinforces your brand image, Mood will design a messaging experience that connects with your customers in extraordinary ways.

THE CREATIVE PROCESS

It's a simple process to create the perfect messaging for your business, but the impact is significant

Our entire creative team collaborates on your production using our newly redesigned portal, Voice Design. Our Copywriters craft your script, then our professional Voice Talents and Production Engineers record and master the messages. Finally, your production is delivered by our Voice Scheduling Team.

VOICE DESIGN

- + Create scripts and submit orders
- + View order history
- + Manage voice talent and music style preferences
- + View account settings

TECHNOLOGY

- + Internet, satellite, disc or digital file delivery
- + Messages integrate seamlessly with music
- + Custom scheduling of messages via dayparts

SAMPLES

Click [HERE](#) to listen to sample messages

INVESTMENT SUMMARY

Voice Messaging Service:	\$49/mo
Purchase Player:	\$150
Protection Plan (optional):	\$6/mo
Installation (optional):	\$150

**per player pricing. Power required at player. Up to 2 updates/yr.*



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