

# A Membership Opportunity!

## **ADTEL**<sup>®</sup> MUSIC & MESSAGES FOR TELEPHONE HOLD

### *Opportunity Rings!*

Chamber members receive a *12% discount* off regular rates of **ADTEL**<sup>®</sup> subscriptions and will now receive an additional *3% discount* if they include a Chamber message on their telephone hold program.

#### *Advantages*

- **INCREASE** sales opportunities
- **REDUCE** number of abandoned calls
- **ENHANCE** corporate image
- **COMPLEMENT** existing advertising efforts
- **CROSS MARKET** products and services
- **FEATURE** current specials
- **ALLEVIATE** callers' frustrations while on hold
- **DECREASE** perceived hold time

#### *Applications*

- Customer order lines
- Corporate switchboard
- Reservation lines
- Sales and service departments
- Toll-free inbound telemarketing
- Customer relations liens
- Call center

#### *Services*

- Professional voice talent (male/female) & copywriting
- Broadcast quality productions recorded in a controlled studio environment
- Licensed background music (ADTEL has one of the industries most extensive music libraries with thousands of selections for every application)
- Use and maintenance of digital playback equipment

#### *Options*

- 1 to 52 updates per year
- 4 to 8 minute production lengths available
- Bilingual voicing in a variety of languages
- Notarized scripts for co-op advertising
- Productions for special events
- Digital playback equipment

### The **ADTEL**<sup>®</sup> Experience

Established in 1985, **ADTEL**<sup>®</sup> is North America's foremost production company specializing in music & messages for telephone hold. Today we set the standards for the industry! Our service is now being utilized by thousands of businesses in Canada and the United States. The **ADTEL**<sup>®</sup> sales force, creative copywriters, voice talents and production engineers work together to insure a quality product and quick professional service.

To subscribe to **ADTEL**<sup>®</sup> contact your local Chamber of Commerce today!

\*Contact Gerry Gerling or Betty Ferraton at (780) 424-7777