

Customizing the caller experience with music on hold



Solution Overview

With MRI Software's CallMaX Music On Hold, never miss an opportunity to market your community. With Music on Hold, you can share valuable information about your community with callers while placed on hold by community staff.

Providing a pleasant listening experience to keep your callers happy, informed and on the line, Music On Hold decreases lost calls and builds relationships with prospective and current residents.

Key Features

- Compatible with multiple phone systems including:
 - Analog
 - Digital
 - VoIP
- Easily combine professional, customizable marketing messaging with various on-hold options
 - Includes seasonal music
 - Multiple voice talent choices
- Combine with CallMaX Answer for consistent call management across portfolios

Business Benefits

- Increase lead opportunities with targeted on-hold messaging keeping the caller engaged
- Decrease hang-up calls from both residents and prospects by reassuring them staff will be back on the line shortly
- Enhance community branding with personalized, consistent messaging
- Build prospect confidence in responsiveness of office staff

