



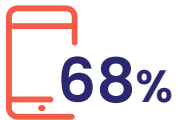
Harmonizing Connections: How Audio Turns Waiting Time into Brand- Building Opportunities



BE THOUGHTFUL ABOUT YOUR HOLD EXPERIENCE

For today's brands and services, nothing is more important than providing consumers with a stellar experience at every touchpoint – even while waiting to engage! **At Veritonic, we believe in helping our clients optimize their audio assets** – regardless of what they consist of and where they'll be used – in order to further their reach and ROI. In April of 2024, we asked hundreds of podcast listeners about their **experiences while being on hold** with a brand/service, and how the presence of audio (or lack thereof) impacted that experience and their perception of that brand/service. The following are the insights that we uncovered.

IMPACT ON YOUR BRAND



of consumers report being more likely to purchase from a brand/company that is **thoughtful about what they use** for hold music/audio.



A little less than half of consumers said that it's important for hold music to be **on-brand with the company/service** they are calling about, as it's a part of the overall brand experience.

THE HOLD EXPERIENCE MATTERS



90%

If given a choice between music or an ad that contains talking, **90% of consumers prefer** to hear music while on hold.



57%

If given a choice between an ad that contains talking or silence while on hold, more than half, or **57% of consumers would choose** talking.



92%

If given a choice between music or silence, **92% of consumers prefer** to hear music while on hold.



49%

49% of consumers report that a **meditation track is more relaxing** than music or an ad that contains talking while on hold.

What Your Audiences Are Saying

82% of consumers report being **willing to hold for longer** periods of time if the hold music is enjoyable to them, and/or by an artist or genre that they enjoy.

70% of consumers said they are **less likely to fixate on how long they've been waiting** on hold if the hold music is an artist/genre that they enjoy.

73% of consumers said that if the hold music is made up of songs **from the Top 50 Songs charts**, the wait time is more enjoyable to them.

86% of consumers said they prefer for the song that is chosen for **hold music to be one that they recognize**.

82%

70%

73%

86%

Complaint Department

When holding, if or when calling to file a complaint, **87% of consumers** prefer to hear music while waiting on hold as opposed to silence.

Quality Matters

70% OF CONSUMERS

of consumers said that if the volume of the **hold music is too loud, it negatively impacts** how they feel about the brand/service they are calling about.

86% OF CONSUMERS

of consumers said that if the tone/rhythm of the **hold music is too repetitive, it negatively impacts** how they feel about the brand/service they are calling about.

Think Outside The Box



40% of consumers said they would like to hear ads for new podcasts over traditional music when placed on hold.

Free Their Mind



34% of consumers are interested in hearing mini-meditations while waiting on hold.



61% of consumers prefer their hold music to be something relaxing, like classical music.

The Bottom Line



If you have a customer support line, don't sleep on the power of using a hold period to **engage your audiences**.



Test the audio that you have in mind for hold times to ensure that it **aligns with the desires and expectations** of your audiences.



By experimenting with various audio elements including music, ads, and meditative audio tracks, you can ensure that you are **providing your audiences with an enjoyable experience** even when waiting to interact with your brand and representatives.

Contact sales@veritonic.com today to learn more about our audio optimization and testing solutions.

Source: Veritonic, April 2024

Methodology: Data based on an analysis of online survey responses conducted by Veritonic of 300+ individuals in the U.S. who reported listening to podcasts at least once per month, & having been placed on hold by a brand/service in the last month during which they recall hearing audio during their hold period. For more information, contact marketing@veritonic.com.



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