



Brian Fair  
President

## **TOPS Telecom Enhances Their Customers' Marketing Campaigns Through On-Hold Messaging**

*Powerful Technology Enables Companies to Extend Their Brand Image and Promote Their Value Proposition to Specific Audiences Cost Effectively*

KELOWNA, B.C. — November 25, 2009 — TOPS Telecommunications, Inc., an industry leader in unified communications, announced today that the company is placing greater emphasis on enhancing their customers' marketing campaigns through the utilization of on-hold messaging. During a recession, marketing is one of the first line items that is typically reduced; however, those organizations that continue to market experience faster growth when the economy recovers. On-hold messaging is an inexpensive tool that delivers phenomenal results and allows companies to continue to communicate their core messages. Most small to mid-sized businesses miss out on the opportunity to market to their customers while they wait on the phone. The technology that TOPS Telecommunications, Inc. has brought to the marketplace enables organizations to extend the brand image, while at the same time promoting their value proposition to specific audiences cost effectively.

A number of studies have been conducted over the years illustrating the marketing power of on-hold messaging as well as the negative impact complete silence has on those that are made to wait on hold. For example, Voice Response Magazine reported that 60% of callers placed on hold with silence for longer than 40 seconds hang up, while 34% of those callers never call back. "On-hold messaging is not a new technology or

marketing concept by any means," explained Brian Fair, President of TOPS Telecommunications, Inc.. "Unfortunately, most companies have not implemented it. Their callers either hear dead air or some form of meaningless elevator music. As a result, companies may lose potential customers forever or miss out on the opportunity to tell them valuable information."

Companies that develop effective on-hold messaging programs consistent with their integrated marketing plan truly reap the technology's rewards. If it's done right on-hold messaging reduces caller abandonment and educates callers on a variety of topics. It's a terrific form of one-to-one marketing because it gives companies the ability to cross-sell products, while promoting discounts, upcoming events, awards or new services and locations. Plus, messages can be completely customized to target specific demographic, socioeconomic, and geographic groups. For example, a twenty something may call a company's 800# and hear one message designed for her, while a baby boomer may call the same company but come in through a different 800# and listen to a message customized for their age group.

"Our role as our customer's trusted technology provider is to bring solutions that increase profitability, productivity, and company image," added Mr. Fair. "It is our responsibility to first understand their objectives, especially from a branding standpoint and show them how to effectively develop an on-hold message program. Those that have successfully implemented this unique

marketing tool experience an increase in sales and higher satisfaction levels because their customers are better informed. We're looking forward to improving the relationships of our customers with the companies they serve by bringing greater awareness to on-hold messaging. Every opportunity to communicate is critical, especially during economic times like these."

### **ABOUT TOPS TELECOMMUNICATIONS, INC.**

TOPS Telecom is a business communication and data supplier to that supports Vancouver Island & the Interior of British Columbia. TOPS Telecom provides its customers with industry leading products, which are serviced by Factory Certified Technicians. Customers are thoroughly trained in every component of their system by TOPS Telecom highly experienced customer service team.

Since 1981 TOPS Telecom has positioned itself to nurture and develop long lasting and mutually beneficial relationships with all of our customers. Our objective is to work with our customers, as their telecommunication & productivity needs change. TOPS Telecom continues to grow due to its commitment to a core business philosophy that provides customers with a superior product and unparalleled service at a competitive price. The company's corporate headquarters is located at #104 – 1905 Baron Road, Kelowna, B.C, V1X 6W2. For more information about TOPS Telecom, please visit [www.topstelecom.com](http://www.topstelecom.com).