

MINDTHEGAP

www.wemindthegap.com

Professional Voice & On Hold Messaging Solutions

Marc A. Gallo
President

What is Voice & On Hold Messaging?



Are you minding the gap?

Mind The Gap & Cisco Unified Communications

Mission:

- 1) Provide Information
- 2) Drive Sales
- 3) Support Marketing
- 4) Create An Aural Impression

Are you minding the gap?

Mind The Gap & Cisco UC: Save Time, Save Money!

Provide Information:



- 1) Use voice messaging to disseminate your fax number, directions, etc.
- 2) Use voice & on hold messaging to answer FAQ for your technical and service departments.
- 3) Benefit: When you save man-hours, you're making money!

Are you minding the gap?

Mind The Gap & Cisco UC: Your Revenue Engine!

Drive Sales:



- 1) Use voice & on hold messaging to advertise new product lines, partnerships and locations.
- 2) Use voice & on hold messaging to advertise your promotions, overstocked inventory and new service offerings.
- 3) Benefits: Increases awareness of your product and service offerings and that drives sales!

Are you minding the gap?

Mind The Gap & Cisco UC: Your PR Machine!

Support Marketing:



- 1) Use voice & on hold messaging to promote your taglines and website
- 2) Use voice & on hold messaging to promote your industry awards and sponsorships
- 3) Benefits: Reinforces your brand and drives traffic to your website

Are you minding the gap?

Mind The Gap & Cisco UC: Sound Great!



Create an Aural Impression:

- 1) The first aural impression is critical yet often overlooked!
- 2) Invest the same effort in your voice & on hold messaging as you will for your website, brochures and other marketing materials.
- 3) Benefits: Sounds professional and makes a great first impression!

Are you minding the gap?