

On hold customers are the best target market there is.



You already know they want information: they called YOU.

Use on hold time to focus on your brand, the services you offer, and share product information.

- Remind them about Pronto's Emergency Roadside Assistance program and financing options with the Auto Pass Credit Card and Confident Financial Solutions
- Educate them about proper car maintenance and national warranty's.
- Earn more business by reminding callers of all of your additional services.



## The facts:

70% of all business calls are placed on hold. Your service center is no exception

60% of these callers will hang up if they're put on hold and hear silence or irrelevant messaging

Many will not call back. They will simply call the dealer down the street.

On Hold Company provides each Pronto affiliate with a digital on hold player and messages customized for your business.

Your Pronto affiliation gives you access to the following special pricing packages:

**Free Digital On Hold Player**  
(a \$99.00 Value)

GenericProntoMessages....\$

Site-SpecificMessages.....\$

**Contact your local Pronto Distributor for Special Pricing**

### FOR MORE INFORMATION CONTACT:

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**OnHold**  
C O M P A N Y

Branding Your  
**Customer Experience**