



# MOOD:

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## EVERY CALL MATTERS: DEVELOPING PROFESSIONAL VOICE MAIL GREETINGS

You cannot answer your telephone 24 hours a day, but business does not stop. It's inevitable you will miss some calls, which will be sent to your voice mail. According to AT&T, around 75% of business calls are not completed on the first attempt.

This statistic highlights the importance of voice mail, and the need for all businesspeople to have an informative, professional voice mail greeting. The goal is a lively, engaging voice mail greeting that tells the caller everything he or she needs to know to leave an actionable message.

Actionable is the key word here. Many voice mail messages are too generic and don't prompt the caller to provide necessary information. A thoughtful, professional voice mail greeting will provide the caller with the key information they need to know to leave a useful message enabling both an action by you and a reply from you.

## CREATING A PROFESSIONAL VOICE MAIL GREETING

A top-quality professional voice mail greeting takes thought and effort. You should make a list of the information you want callers to include in their messages before you even try to create a voice mail greeting. Your list should probably at least include:

- + Name
- + Subject of the call
- + Affiliation
- + Contact number or other best way to be reached

Voice mail greetings are also an important part of your brand audio messaging. What kind of impression do you want to make with the voice of the person narrating your voice mail greeting? Young? Upbeat? Mature? How about gender?

### CONTACT

To find out more on how Mood Solutions can help you develop professional greetings, contact us at:  
800 345.5000  
moodmedia.com

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Other questions also have to be answered: How long should the greeting be? Do you want to include a brief bit of marketing content or just stick to the basics?

Figuring out the answers to all these questions can take time, but Mood Media is here to help you through the process. Mood has decades of experience in an array of audio messaging solutions that go beyond simple voice mail offerings. Consider these excellent voice mail supplements to create that overall cohesive brand feel:

- + On-site messaging - blends targeted messages with music to communicate with customers
- + On-hold messaging - a simple way to retain callers, reduce hang-ups and engage customers with relevant information that makes their time on hold go more quickly

No matter which avenue you select, we will work closely with you to help you create a message or voice mail greeting that truly reflects your brand voice.

