



Professional Messaging Guide



Now We're Talking!TM
...finally a phone service designed to increase sales & improve customer service

Pizzeria Edition

WELCOME

Welcome to PizzaPhones by Clarity.

We're so grateful you chose us to be your business communication partner.

As part of your PizzaPhones service, you may be receiving unlimited professional recordings. This guide is designed to offer you several idea starters as you set-up customer messaging for your restaurant. What you choose to say and the voice talent you use, is totally up to you.

*In business today 7 out of 10 callers are put on-hold.
What they hear can affect your business! When they hear silence,
chances are good that they'll hang up ... or worse, call your competition.
Effective on-hold messages reduce hang-ups by nearly 80%.. and callers
will even stay on-hold longer with a thoughtful on-hold marketing
program. In fact, 16 to 20% of callers respond to
offers based on a message they heard on-hold.*

Because Clarity's Business Cloud communication system is customizable, we delight in designing the right-fit phone system based on your business size and requirements. We'll make sure you have the phone features and service you need based on what you're trying to accomplish. Because the best communications system for your company is the one that delivers results!

This guide is designed to provide a framework of some of the ways top performing pizzerias are prompting prospects to buy more and buy more often.

We hope you love it as much as we love pizza!

-Your Clarity Team

PS: if you'd prefer our full-service professional messaging service – we offer subscriptions that include creative script writing, professional music, voice talent fully done for you at your direction. [Click here to learn more](#)

Quick question? No problem.

Access to user experience consultants and technical support is simple to access and straightforward to use. That means you can call, email, chat, or visit our online support center within your personalized communications portal (log-in at clarityvoice.com). You can get help to find answers 24/7.

Call 1-800-676-3995 | Chat @ ClarityVoice.com | Send us an email at support@clarityvoice.com

SUBMITTING SUPPORT REQUESTS:

- **Email:** support@clarityvoice.com
- **Subject:** (choose from these options)
 - Professional Message **Creation:** Company Name | Store Number or Clarity ID Number
 - Professional Message **Change:** Company Name | Store Number or Clarity ID Number
 - Professional Message **Upload:** Company Name | Store Number or Clarity ID Number

- **Message:**

Choose messages from the list provided (i.e. run up front message #5 Wednesday from open to close) or write your own.

Need us to load a file into your system? Be as specific as possible as to days of week, specific dates and times you want your messages to run.

For locator and closed messages, please provide us with your specific location information to fill in the blanks.

Clarity's ticketing system will assign a ticket number to your request and update you when the message is available to review or uploaded and ready to go.

If you ever feel stuck and have a question – you're never alone, just contact us.
Call 1-800-676-3995 | Chat @ ClarityVoice.com | Send us an email at support@clarityvoice.com

TYPES OF PIZZAPHONES SERVICE MESSAGE OPTIONS

Locator Message (3-5 seconds)

Played at beginning of the call to tell customer where you are located.
This message runs approx. 3 seconds.

Up-Front Message (10 – 20 seconds)

Played after locator message. This message runs approx. 10-19 seconds and highlights 1-2 special menu features.

On-Hold Message (3 - 5 minutes | 180 - 300 seconds)

This message will play next while the phone is ringing in store and will repeat in a loop until phone is answered. Message also plays when customer is put on hold.

Closed Message

This message will play when store is closed.

SCRIPT - TIME ESTIMATOR

Words in 3-5 seconds		≈ 10-20 words
Words in 10-20 seconds		≈ 20-40 words
Words in 1 minute		≈ 130 words
Words in 2 minutes		≈ 260 words
Words in 3 minutes		≈ 390 words
Words in 4 minutes		≈ 520 words
Words in 5 minutes		≈ 650 words

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INFORMATION FOR RECORDINGS – CONSIDER THIS

- ✓ Inform your callers about your lesser-known menu items.
- ✓ Remind callers to think of your business for their upcoming birthday or family gathering. Keep your business on the top of customer's minds!
- ✓ Tell your callers about your current promotions! "Add an order of garlic bread to your order for just \$4.95..." (plus size with - salad, bread, specialty slices, desserts, drinks)
- ✓ Answer questions about your delivery service and region that you deliver to.
- ✓ Promote your social media efforts, website, online ordering and more!
- ✓ Do you provide corporate catering/delivery services for businesses? Talk about it!
- ✓ Promote off-season sales - to stay busy year-round!

SEASONALITY REMINDERS

Winter

Inform callers of your Winter delivery hours. Encourage callers to visit for New Year's Eve, Valentine's Day, Saint Patrick's Day, etc. Do you throw a party for the big football games? Let your callers know! Tell callers about your special cold weather foods.

Spring

Inform callers about your outdoor seating for those warmer Spring days! Remind callers about your Spring salad and lighter selections. Let callers know about your function rooms and catering options for graduations, bridal or baby showers.

Summer

People are more active in the Summer – remind your callers to visit your pizzeria for ice cold drinks or desserts. Summer is the season for the freshest variety of vegetables – promote your local offerings. Inform callers about your outdoor seating or live entertainment!

Fall

Encourage callers to order their holiday gift certificates. Remind callers to book their holiday party early. Inform callers of your holiday hours and any holiday themed events you have planned.

LOCATOR MESSAGES (3-5 sec. long)

STORE OPENED MESSAGES: Pickup Address | Intersection | Landmark (3-sec)

1. Intersection: Thanks for calling (business name) located at the corner of Street and Street.

Example: Thanks for calling Jet's Pizza located at the corner of Main Street and Long Lake Road.

Example: Thanks for calling Tony's Pizza located at 2374 Long Lake Road.

Example: Thanks for calling Sal's Pizzeria located next to Lincoln Memorial Elementary School on Smith Road...

2. City/Area: Thanks for calling (town) (business name)

Example: Thanks for calling Southfield Hungry Howie's.

3. Landmark: It's a great day at (business name) of (area/landmark) ...

Example: It's a great day at Hungry Howie's next to Georgetown City Hall...

UP-FRONT MESSAGES (10-19 sec. long)

1. Large 3 topping & Pepsi | PLUS SIZE → Make it a Combo

Example: Enjoy a Large pizza with up to 3 toppings and a cold 2-liter Pepsi for just \$10.99. You can also convert any order to a combo by adding a large cheesy bread and a 2-liter for just \$4.99 more.

Thank you for holding, a (Pizzeria Name) staff member will be with you shortly or next time try ordering online at (Pizzeria Website)

2. Meal Deals

Example A: Try one of our Meal Deals... There is a flavor that fits any budget. A small 2-topping pizza is just \$5.00, a large 1-topping pizza with a regular cheese bread for \$10.00, 1 medium specialty pizza and a second medium 2-topping pizza for \$15.00, or 3 large cheese or pepperoni pizzas for only \$20.00. Thank you for holding, a (Pizzeria Name) staff member will be with you shortly or next time try ordering online at (Pizzeria Website)

Example B: Try one of our Monday Meal Deals... Make your own personal small 3-topping pizza for just \$7.00, add a medium drink and small cina-stix for just \$3 to create a Value Meal Deal. Want a Family Meal deal? Today's special - a large 2-topping pizza with a regular Garlic Knots for \$10.00, Make it a Value Meal Deal for \$15 and we'll add a salad and cina-stix!. Thank you for holding, a (Pizzeria Name) staff member will be with you shortly or next time try ordering online at (Pizzeria Website)

3. Large 2-topping & Specialty Pizza

Example: Enjoy a large 2-topping pizza for just \$7.99 or any large specialty pizza for \$11.99. Thank you for holding, a (Pizzeria Name) staff member will be with you shortly or next time try ordering online at (Pizzeria Website)

4. Take-Home Tuesday

Example: Hey it's Take-Home Tuesday! Enjoy a large 2-topping pizza for just \$7.99 or any two large specialty pizzas for 20-bucks. Thank you for holding, a (Pizzeria Name) staff member will be with you shortly or next time pre-order your pick-up order online at (Pizzeria Website)

5. Wacky Wednesday

Example: It's Wacky Wednesday and we have some great pick-up specials. Order a large cheese or pepperoni pizza, any large oven baked sub, a large baked spaghetti, or any regular salad for just \$5.95 each. Thank you for holding, a (Pizzeria Name) staff member will be with you shortly or next time try ordering online at (Pizzeria Website)

6. Lunch Specials

Example: It's time for lunch and time for a great deal. Try one of our lunch specials for just \$5.99 each. Choose from a regular baked spaghetti with a 20oz. Pepsi, a small 1-topping pizza with a 20oz. Pepsi, a regular cheese bread with a 20oz. Pepsi, 2 Howie rolls, or any regular salad. Thank you for holding, a (Pizzeria Name) staff member will be with you shortly or next time try ordering online at (Pizzeria Website)

7. Late Night

Example: Try our Pizza & Pepsi combo for only \$10.99. It's a large pizza with up to 3 toppings and a cold 2-liter Pepsi. It's great for a late-night snack. Thank you for holding, a (Pizzeria Name) staff member will be with you shortly or next time try ordering online at (Pizzeria Website)

UP-FRONT MESSAGES

(add music. Combine multiple to create on-hold loop lasting 3-5 min. long)

1. Rewards

Example: Thank you for holding. A staff member will be with you shortly. Now there are even more ways to get rewarded! The (Pizzeria Name) Rewards loyalty program earns you points towards free pizza. Sign up today through our mobile app or online and start earning points towards free pizza. Get 50 points for just signing up! (website)

2. Flavored Crust

Example: Thank you for holding. A staff member will be with you shortly. Don't forget to add on one of our FREE Flavored Crusts to your pizza. We have butter, butter cheese, asiago cheese, ranch, onion, Cajun, sesame, garlic herb and garlic butter.

3. Salad

Example: Thank you for holding. A staff member will be with you shortly. Add a healthy salad on to your order today.

4. Bread

Example: Thank you for holding. A staff member will be with you shortly. To top off your meal today add on one of our freshly baked breads. We have many choices for you. Try the classic bread, spice up dinner with a Cajun bread or add a little cheese with our 3-cheeser breads.

5. Soda

Example: Thank you for holding. A staff member will be with you shortly. Add on an ice cold 2-liter Pepsi product to your order today.

6. Dessert

Example: Thank you for holding. A staff member will be with you shortly. Try one of our Cinna-mmm breads or a cookie made with Ghirardelli chocolate chips. They are oh so good and will make your meal extra sweet.

7. Our Specialty

Example A: Highlight Quality: At (Pizzeria Name) we pride ourselves in only the finest ingredients. You'll taste the difference all organic ingredients make.

Example B: Special Diet/Allergies: At (Pizzeria Name) we make our dough daily. No frozen ingredients and never a GMO – oh, no! Gluten free? – we got you covered – try our cauliflower crust for \$2 more. Not feeling Saucy? Wow your tastebuds with our tomato free white pizza – Check out all our specialty selections online at ([Pizzeria Website](#))

Example C: Character: *At (Pizzeria Name) we've been serving up mama's special recipe sauces since 1952. Enjoy old-world style family dining or delight in our take-home family meals. \$25 gets you salad, pasta with your choice of sauce - marinara, pesto, bolognese or alfredo. A large 2 topping pizza (hand tossed or deep dish), and (Pizzeria Name)'s famous Amos ½ dozen chocolate chip cookies for dessert.*

Example D: Special Orders: At (Pizzeria Name) special orders are our specialty. Our \$10 Make Your Own Medium Pie comes with up to 5 toppings or upsize to an extra-large for \$3 more. Check out our 20 different topping options online at ([Pizzeria Website](#))! *Savory pies, dessert pies – it's all up to you. Your creativity – our great ingredients – it's a winning combination only at (Pizzeria Name).*

Example E: Personality: What, you-z again? We knew you'd be back! Just couldn't get enough of (Pizzeria Name) could you?! Well today we've got an offer you-z can't refuse... (offer) ...

CLOSED MESSAGES

STORE CLOSED MESSAGES: Intersection | Landmark (5-sec)

1. Street & City

EXAMPLE: *Thank you for choosing (Pizzeria Name) on (name of street) in (city). Sorry we are closed at this time. Please call us back during regular business hours (times). To review our menu or specials... visit us online anytime at (Pizzeria Website)*

2. Street, City & Landmark

EXAMPLE: *Thank you for choosing (Pizzeria Name) on (name of street) in (city) next to (landmark). Sorry we are closed at this time. Please call us back during regular business hour(times)s. To review our menu or specials... visit us online anytime at (Pizzeria Website)*

HOLIDAY MESSAGES

Valentine's Day

Example: *Order something special for your Valentine. A heart shaped cheese or 1-topping pizza is \$6.99 or order a heart shaped cheese bread for \$6.00. Order both for just \$12.99. Thank you for holding, a (Pizzeria Name) staff member will be with you shortly or next time try ordering online at (Pizzeria Website)*

Halloween

Example: *Add something sweet to this year's pizza party pack – 6 Zombie Zeppole's for \$4, a baker's dozen of delicious deep-fried doughboys for \$15 or mummy fingers – fried cannoli for \$2 each*

The Night Before Thanksgiving

Example: *We're so grateful you called. (Pizzeria Name) will be donating 10% of every order tonight to the (town name) food bank and for everyone who plus-sizes their order to a value pack – we'll double our donation to 20% ... (add your up-front meal deal offers next)*

New Year's Eve

Example: *Ring in the New Year with our \$20.21 special priced part pack including 1-topping large pizza, plus 2-liter soda and Zeppoles. That's 20.21 for New Year's Fun!*

New Year's Day

Example: *Nothing cures a hangover like (Pizzeria name)'s deep dish pies. Try our Bloody Mary marinara with mozzarella and a side of blue cheese with celery or our ...*

Super Bowl Sunday

Example: *Pre-order your Big Game Party Packs now...*

MY SCRIPT PLANNER

HOUSE SPECIALTIES

<input type="checkbox"/>	_____	\$ _____
<input type="checkbox"/>	_____	\$ _____
<input type="checkbox"/>	_____	\$ _____
<input type="checkbox"/>	_____	\$ _____

BEST MARGIN MENU ITEMS

<input type="checkbox"/>	_____	\$ _____
<input type="checkbox"/>	_____	\$ _____
<input type="checkbox"/>	_____	\$ _____
<input type="checkbox"/>	_____	\$ _____

COMBO MEALS

<input type="checkbox"/>	_____	\$ _____
<input type="checkbox"/>	_____	\$ _____
<input type="checkbox"/>	_____	\$ _____
<input type="checkbox"/>	_____	\$ _____

LESSER KNOWN ITEMS

<input type="checkbox"/>	_____	\$ _____
<input type="checkbox"/>	_____	\$ _____
<input type="checkbox"/>	_____	\$ _____
<input type="checkbox"/>	_____	\$ _____

PROMOTABLE UNIQUENESS

- | | |
|--|--|
| <input type="checkbox"/> Sponsorships (community orgs) | <input type="checkbox"/> Ingredients |
| <input type="checkbox"/> Memberships (chamber, civic) | <input type="checkbox"/> Family / community |
| <input type="checkbox"/> Location | <input type="checkbox"/> Charity / donations |
| <input type="checkbox"/> Longevity | <input type="checkbox"/> Other _____ |

MY LOCATIONS

Address/Cross Streets/Close Landmarks _____
Website _____ Social Media _____
Online Ordering at: _____ Review Sites _____
Deliver Services: Grub Hub | Uber Eats | Takeout Taxi | _____ | _____