



Professional Messaging Guide



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

General Use Edition

WELCOME

Welcome to Clarity.

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

As part of your Clarity service, you may be receiving unlimited professional recordings. This guide is designed to offer you several idea starters as you set-up customer messaging. 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 businesses are prompting customers to buy more and buy more often.

-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 clairtyvoice.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 or Clarity ID Number
 - Professional Message **Change**: Company Name or Clarity ID Number
 - Professional Message **Upload**: Company Name or Clarity ID Number

- **Message:**

Choose messages from the samples provided 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 location 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

PROFESSIONAL BUSINESS MESSAGING – THE DO’S AND DON’Ts

Before we jump into providing examples of messages, let’s take a minute to review some of the amateur mistakes small businesses make when creating auto attendants and routing callers through IVRs.

TIP: Auto Attendant Recording Do’s.

1. **Do begin with a welcome greeting and appreciation for their call and business.** Something warm and welcoming will help keep things calm and easy. But remember, it needs to convey a professional tone as this will be the first point of contact for many.
2. **Do keep the greeting short and to the point.** No one wants to have to sit through a 2-minute-long monologue when all they need is speak to someone as quickly as possible. Sometimes less truly is more, which especially holds true with phone menu greetings.
3. **Do place the most important and frequently used options as the first choices** in the auto attendant’s list. If most callers call about booking a new service, then New Customer Sales should be the first choice that the attendant offers to callers.
4. **Do let callers know right away if any menu options have changed.** Routine callers might be accustomed to using shortcut keys to get to the department they need, so if you have switched around menu navigation – let them know upfront.
5. **Do offer the zero-key to enable caller to jump straight to a receptionist, or representative.** This way, the callers with urgent issues can skip the entire process and speak to a live human as soon as possible.

TIP: Auto Attendant Recording Don’ts.

1. **Don’t welcome callers with a massive monologue that drags on for over a minute,** this will just frustrate everyone. Make sure to limit the amount of information in the greeting. For example, if you have a slogan that’s great, and perhaps you want to mention it. That’s fine. Just don’t repeat it over and over through each subsequent message in your menu.
2. **Don’t overwhelm your callers with the sheer amount of options.** This may in fact be the most important “don’t” when it comes to reducing frustration. You don’t want callers to have to sit there waiting for 2 minutes just to figure out the next correct button to press.
3. **Don’t force your website as a point of answers, if in fact most answers can’t be found there.** Chances are, most callers already checked your website, or are looking to directly speak to an employee. If your business has self-service options online, then a simple reminder is good.

4. Don't always promote the fact that the zero key is reserved for that quick jump to agents. While this seems a little contradictory, the auto attendant is there for a reason: to guide callers to the proper department and agent that can best serve them. If all your callers know that zero goes right to a live operator, you'll be negating the entire process and cause a huge bottleneck in the system. Often the first responder from a caller using 0 will not have the answers they need. It's better to be routed to billing, sales, service than overload your receptionist.

5. Don't ever disconnect or hang up on callers. Some auto attendants can be configured to disconnect callers if an option is not chosen within a certain time frame, or if they don't respond to an agent quick enough. Nothing is more frustrating than after waiting to hear all those options, to then have your call disconnected. Set your system to repeat the menu options message again.

6. Don't repeat the same wording and pleasantries for every single option and line of dialogue. It might seem polite if your auto attendant is always saying "please" and "thank you," but this can get old really quick and simply adds extra wasted time to the process. Remember, the entire goal is to get callers the help and support they need as soon as possible.

TYPES OF SERVICE MESSAGE OPTIONS

When setting up your business phone system, there are a lot of different messaging options. First think about the experience you want your best customers and ideal sales prospects to experience. This will make selecting the ideal menu and messaging options a lot easier.

Introduction Greeting (3-5 seconds)

Played at beginning of the call to announce your business name and calls may be recorded. This message runs approx. 3 seconds.

Example 1: Thank you for calling Mr. Appliance, this call may be recorded for quality purposes . . .

Example 2: Thanks for calling Mr. Appliance, a service representative will be right with you . . .

Example 3: It's a great day at Mr. Appliance, this call may be recorded for quality purposes . . .

Auto Attendant (30 seconds)

Auto attendants play a message before someone in your office answers the phone live. An auto attendant message typically runs approx. 30-seconds.

Example 1: *Thank you for calling ABC Company, this call may be recorded for quality purposes. For Sales, press 1. For Service, press 2. For Billing, press 3. For all other requests, press 0.*

Example 2: *Thank you for calling Jim Smith Chevrolet. If you know the extension of the party you wish to reach, you may dial it at any time. To reach the service dept, please press 1. For sales press 2.*

Example 3: *Thank you for calling ABC Company of (location). For English, press 1. For Spanish, press 2.*

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

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

Example: combine messages to remind callers of your current specials, seasonal service or point of difference.

Example: if you have commercials, you can use the audio tracks to play instead of music.

Example: want to just play music while callers wait, we have a wide variety of music genres to choose from. (classic, country, jazz, pop, easy listening, and more)

Clarity's system can combine multiple files so that they play in sequence for 3-5 minutes before repeating.

Auto Attendant Pre-Opening / Coming-Soon Message

This message will play when the office/store is in a build-out phase.

Example Pre-Opening: *Thank you for calling (company name). We are currently under construction. Want more information about our services? Please visit us on the web at www.companyname.com for an estimated open date and to answer any questions you may have. Like us on Facebook to follow our latest updates . . . If you have an immediate question, please leave a message and we'll respond back as soon as possible.*

Auto Attendant Closed Message

This message will play when the office is closed.

Example Store Closed: *Thank you for calling Smith Chevrolet of (location). All departments are currently closed. Our service hours are Monday – Friday, 7am – 6pm. Our sales hours are Monday and Thursday, 9am-9pm, Tuesday, Wednesday, Friday and Saturday from 9am-6pm. To leave a message for sales, press 1. To leave a message for service, press 2. To leave a message for parts, press 3. To leave a message for the Administration offices, press 4.*

Example After Hours: *Thank you for calling (company name). We are here to fix/service/clean . . . If you know your party's extension, you may dial it at any time. If you are calling afterhours, we will return your call on next business day. To schedule service, press 1. For a free estimate, press 2. For billing questions press 3. For a company directory, press 4. For all other questions, press 5. Thank you for calling (company name).*

Temporarily Closed Message

Example: *Thank you for calling (company name). We are temporarily closed for business due to the pandemic. We will regularly update our store/office status on Facebook and our website at www.companyname.com. Scheduling is available for future services on our website. If you would like to be contacted or have any questions, please leave a message after the tone.*

Re-Opening / Now Open Message

Example: *Thank you for calling (company name). We are so excited to be (re)opening on (date). Check out our website for additional details at www.companyname.com. Thanks for calling, have a great day.*

Closed for Holiday Message

Example: *Hello, thank you for calling (company name). We are closed today for (holiday). We hope that you enjoy the holiday with your family and friends. Please leave a message at the tone for next business day callback.*

Voicemail Greeting

Example 1: *Hello, You've reached (owner name or your name & title), I'm out of the office so my response will be delayed. (company name)'s fantastic phone system will transcribe your message and text it to me to, so if it's urgent, I'll ensure someone will get back with you soon. Thanks for calling me at (company name)!*

Example 2: *Home Health/Medical facility: Thank you for calling (company name), where (company moto). If this is an emergency, please hang up and dial 911. If you are calling during business hours and received this message, we are helping another guest/patient. Or, if you have called outside of business hours, please leave a detailed message and we'll return your call next business day.*

Voicemail Greeting Daytime

Example: *Thank you for calling (company name), your (company moto). We are currently assisting other callers. Please leave a detailed message and we'll return your call shortly.*

Voicemail Greeting Afterhours

Example: *Thank you for calling (company name), your (company moto). You have reached us afterhours. Please leave a detailed message and we'll return your call next business day.*

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 |

6 Tips for Recording Professional Voicemail Greetings on your own

1. **WRITE IT DOWN:** Write down what you're going to say, but try to avoid reading it verbatim as you record, or it may start sounding robotic and rehearsed. Keep it conversational.
2. **KEEP PHONE GREETINGS SHORT & TO THE POINT:** Don't make them listen to 3 minutes of rambling. Deliver a clean, professional shorter greeting. If more specific information is needed, direct callers to where they can find it on your website.
3. **SMILE, SMILE, SMILE:** Leave a positive impression, smile when you record it! Research shows that smiling affects how we speak, and listeners are not only able to identify that people are smiling, but also what the intent is of the smile based on voice intonation alone.
4. **LIMIT AMBIENT NOISE:** Don't let background noise do the talking for you. Ambient noise on your recording could be sending the wrong message to your clients. When you record your greeting choose a quiet spot free from interruption, so your message is the only thing callers hear.
5. **RECORD LIKE A PRO:** Rehearse your greeting a few times before you press record. Plan your pauses and select natural places to take a breath. If you are recording directly into your phone don't hold it to your ear like you are talking on the phone. This can produce a muffled tone. Hold the phone out in front of you a few inches from your mouth for the clearest recording. This may require some trial and error. Playback your greeting and make necessary adjustments on your re-record.
6. **UPDATE OFTEN:** Congratulations! You've recorded a professional greeting. Remember you'll need to update regularly. Adding seasonal information and varying your message keeps your greetings fresh, which is especially important for businesses whose clients and customers call in on a regular basis.

MY SCRIPT PLANNER

Company Introduction Greeting

Auto Attendant MENU Options (departments/information queues)

- | | |
|--------------------------------|-------------------------------|
| 1. Introduction Greeting | 5. Closed for Emergency |
| 2. Auto Attendant Open Message | 6. Holiday Message |
| 3. On Hold Message | 7. Voice Mail Greeting Open |
| 4. Auto Attendant Message | 8. Voice Mail Greeting Closed |

Option 1: Message

Option 2: Message

Option 3: Message

Option 4: Message

YOUR COMPANY | PROMOTABLE UNIQUENESS

- | | |
|--|---|
| <input type="checkbox"/> Slogan / Positioning Statement | <input type="checkbox"/> Location |
| <input type="checkbox"/> Special Service /Special Product | <input type="checkbox"/> Longevity |
| <input type="checkbox"/> Seasonal Items | <input type="checkbox"/> Ingredients/Quality/Guarantee |
| <input type="checkbox"/> Promotional/Special Pricing | <input type="checkbox"/> Family Run / Community Ties |
| <input type="checkbox"/> Sponsorships (community orgs) | <input type="checkbox"/> Charity / Donations w/purchase |
| <input type="checkbox"/> Memberships (chamber, civic, BBB) | <input type="checkbox"/> Other _____ |

MY LOCATIONS

Address/Cross Streets/Close Landmarks (state address and then give other identifiable info)

Website _____

Follow us on Social Media (state handle) _____

Self Service / Online Ordering at: _____

See our Review Sites _____

Delivery Services: Grub Hub | Uber Eats | Takeout Taxi | _____ | _____

Free Delivery | Free Estimates | Free Quote | Other Special Values or Services