
Everything You
Need to Know About
**Phone GREETINGS
& MESSAGES**

CALL CENTER





The all-in-one call center software for small and medium businesses.

Business phone and inside sales software for support, sales and marketing.

- Browser-based call center software that takes 5 minutes to setup.
- Integrate with your business tools (CRM, Helpdesk).
- Call monitoring and reporting (real-time and historical).

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// INTRODUCTION //

Your greetings and pre-recorded messages have a large influence on the customer experience and how customers view your company. With personalized greetings and messages, you can *ensure that every interaction with your company is unique*, professional and informative.

Many call center software solutions make greetings and messages easy to configure and easy to change at any time. You can upload a pre-recorded greeting, create your own, use a standard greeting or type in a message that will be converted to an audio file. *You can configure your greetings and messages so that they are different for each situation* (i.e. waiting queues, welcome greetings, voicemails, etc.), phone number and IVR prompts.

With personalized greetings and messages, you can improve your company's *professionalism* and enhance the *customer experience*.

This e-book will discuss the *advantages of using personalized greetings* for your company, review types of greetings, give greeting tips and as well as advise on how to record your best call center greeting.

01 // ADVANTAGES

Below are the top 3 *advantages* of using personalized greetings and messages:

1. INCREASE PROFESSIONALISM



Create professional greetings and messages so your customers and prospects are impressed each time they call your company. *Make a lasting impression every time with personalized greetings and messages.*

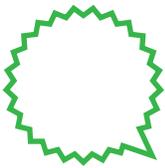
2. ENHANCE THE CUSTOMER EXPERIENCE



Customers are used to waiting in call center queues, waiting on hold and waiting to be transferred but that doesn't mean you can't make their experience more enjoyable. *You can choose from different hold music*

options, or upload your own. You can record a waiting queue message that will make them laugh or take the edge off. Go the extra mile for your customers by making their waiting experience more enjoyable.

3. PROMOTE YOUR COMPANY WHILE THEY WAIT



If your customers have to wait, why not make it a useful experience. *You can record upcoming promotions, useful information or special offers to play to the customers while they wait.* Take advantage of the time you have with your customers with personalized greetings and messages.

02 // GREETING TYPES

Most call center software solutions offer many greeting types and each can be customized according to your business needs. The following are a *list of the most standard greeting types* as well as examples of each:

1. WELCOME GREETING

The first greeting callers hear when they call your company.



“Thank you for calling mycompany.”



“Thank you for calling mycompany. Don’t forget to check out www.mycompany.com for a list of our latest specials and events.”



“Thank you for calling mycompany. Your business is truly important to us. Please hold while we connect your call.”



“Thank you for calling mycompany. We are proud to announce that we have been rated one of the top 10 customer service oriented companies in the tri-state area. Please hold and one of our amazing support agents will answer your call as soon as possible.”



“Thank you for calling mycompany, where customer service is our priority.”

2. IVR GREETING

The greeting callers hear when they enter your IVR.



“For English press 1, para Español presione el número dos.”



“If you know the extension of the person you would like to reach, you may dial it at any time. You can also press 0 to bypass this message and reach an agent. For all other callers, please listen to the following options: for account information press 1, for questions about a product you purchased press 2...”



“If you know your party’s extension, you may dial it at any time. Otherwise, please choose from the following options: for customer support press 1, for sales press 2...”

3. AVAILABLE AGENTS GREETING

What callers hear when they are routed to an available agent.

-  *“Please hold while you are connected to the next available agent.”*
-  *“Please stay on the line. Your call is being connected.”*
-  *“Your call is being connected.”*
-  *“Your call is being transferred.”*

4. WAITING MESSAGE

What callers hear when they enter the waiting queue.

-  *“All of our agents are currently busy. Please hold and we will answer your call as soon as possible.”*
-  *“All of our agents are currently assisting other callers. If you would like to bypass the waiting queue, you can press 1 to leave a message and the next available agent will return your call. Otherwise, please stay on the line and your call will be answered in the order it was received.”*



“All of our agents are busy at this time. Your call is very important to us. Please stay on the line and your call will be answered in the order it was received.”

5. DELAY ANNOUNCEMENT

What the caller hears every two minutes that they are in the waiting queue.



“Thank you for your patience. All of our agents are still busy. Please continue to hold and your call will be answered in the order it was received.”



“All of our agents are still busy. If you would like to receive a call back, please press 1 and the next available agent will return your call. Otherwise, remain on the line and your call will be answered in the order it was received.”



“All of our agents are still busy. Please visit our website at www.mycompany.com for useful information, or continue to hold and the next available agent will take your call.”



“Thank you for holding. Your call is important to us. Please continue to hold and the next available agent will answer your call.”

6. FULL WAITING QUEUE MESSAGE

What the caller hears when the waiting queue is full.



“We are currently experiencing high call volume. Please leave a message with your name and phone number and we will return your call as soon as possible.”



“All of our agents are currently busy. Please leave a message after the tone and one of our support representatives will return your call as soon as possible.”



“All of our agents are currently busy. If you would like to leave a message, you can do so after the beep. Or you can email your question to support@mycompany.com. Thank you!”



“We apologize but we are currently experiencing high call volume. Please leave a message after the beep, send us a support email at support@mycompany.com or chat with us online at mycompany.com.”



“We apologize but all of our agents are currently assisting other callers at this time. Please leave a message after the beep and we will return your call as soon as possible.”

7. VOICEMAIL MESSAGE

The company voicemail greeting callers hear.



“You have reached the voicemail of mycompany. Please leave a detailed message and someone will return your call as soon as possible.”



“Thank you for calling my company. You have reached this message either because all of our agents are currently busy assisting other callers or it is after business hours. Please leave a message after the beep and we will return your call as soon as possible.”



“Thank you for calling mycompany. Please leave a message with your name and phone number and we will return your call as soon as possible.”

8. OUTSIDE BUSINESS HOURS

What the caller hears when they call your company outside of business hours.



“Thank you for calling mycompany. We are currently unavailable to take your call. Please leave a message after the beep, or contact us during business hours Monday through Friday between 9am and 5pm Eastern Standard Time. Thank you!”



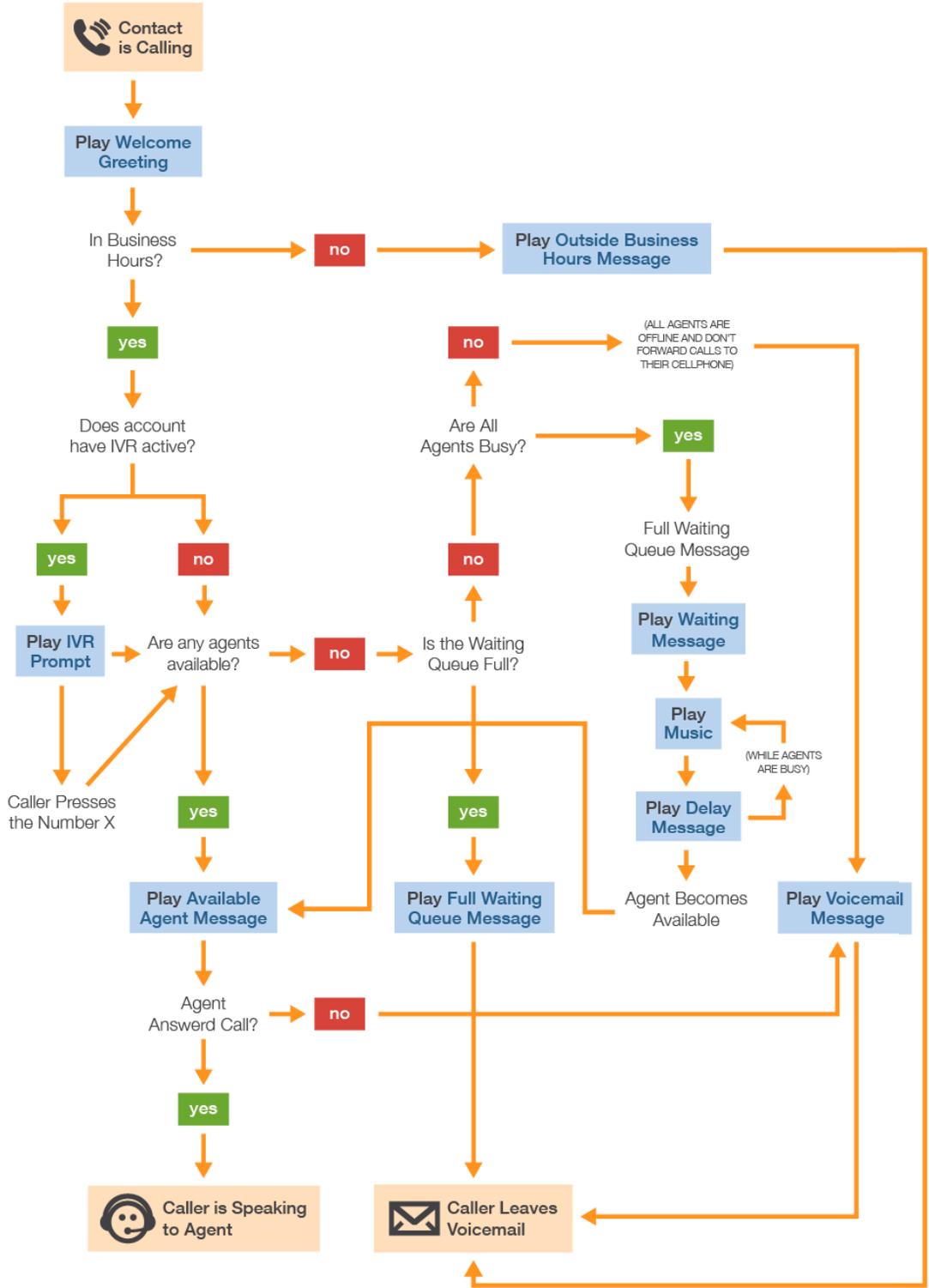
“Thank you for calling mycompany. You have reached this message because it is after business hours. Please leave a message after the beep, or call back between the hours of 9am and 5pm Eastern Standard Time, Monday through Friday.”



“Thank you for calling mycompany. We are currently closed. Please leave a message after the beep, or call back Monday through Friday between 9am and 5pm Eastern Standard Time. Thank you!”

Making these messages professional, informative and concise is critical to making a customer’s interaction with your company the best it can be. *These messages can go a long way to increasing customer satisfaction and retention.*

The greeting or messages are typically played according to the following diagram:



03 // 18 CALL CENTER GREETING TIPS TO LIVE BY

Most people approach recording call center greetings one of three ways: they either *“wing it”* just to get it done, use the robot-like pre-recorded messages offered by the call center software or they put it off because they don’t know where to start. *All three are a mistake.*

Call center greetings are the face of your company. They can either annoy customers when they are too long, monotonous, redundant, too confusing or badly configured, or can impress them with your company’s professionalism and customer-centric approach. Good messages will therefore help optimize the customer experience and drive customer retention.

Recording call center greetings can be a daunting task, but it doesn’t have to be. By following the *18 tips* below, you will be well on your way to making sure your recordings are both professional and engaging.

1. BE CONCISE



Each message should be short and to the point. Eliminate any redundancies or any information that is not pertinent.

2. BE COURTEOUS



Make sure to be professional and courteous. Include “please” and “thank you” but don’t over-do it. Saying “please” in each greeting can be overkill.

3. DEMONSTRATE PROFESSIONALISM



Every time a caller contacts your company it is a chance to enhance your company’s professional image. Make sure *your messages are projecting the right image and will enhance your branding.* You can also take the opportunity to enhance credibility by announcing a recent award, say a company tag line or assert that you are a customer-focused company.

4. USE FAMILIAR LANGUAGE AND PROMPTS



Don't try to be too unique. Customers are used to a certain language and can be thrown-off (or put-off) when the message strays too far from what is expected. This includes having typical prompts (like *"press 0 for immediate assistance"*) and avoiding jargon.

5. IF YOU ARE RECORDING CALLS, DISCLOSE IT



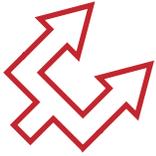
It is up to you, not the call center software, to record a message saying, *"This call may be recorded or monitored...."* If you are *recording or monitoring calls* (even a few), *you have to disclose it.* It is best to say it right off the bat in your welcome greeting. That way you can be sure that each caller has heard it.

6. ALLOW FREQUENT CALLERS TO BYPASS MESSAGES



When callers know exactly who they want to reach, *allow them to bypass all recordings by dialing a direct extension.* This will increase efficiency and professionalism.

7. USE A MULTI-LEVEL IVR FOR MORE COMPLEX NEEDS



If you find yourself recording more than 5 IVR prompts, you should group them into levels. Customers don't like waiting through lengthy prompts to make their selection. *Using a multi-level IVR makes it as quick and painless as possible.*

8. RECORD GREETINGS FOR EVERYTHING



When you purchase call center software and setup your ACD, IVR and voicemail greetings make sure you cover all of your bases. Don't assume that, *"no one will ever need/hear this"*. Customers can have complex needs, can end up in the wrong menu or make the wrong selection. You should *always record greetings* for each level of your IVR, your ACD and voicemails for each extension.

9. ALLOW CUSTOMERS TO HELP THEMSELVES



While callers are waiting in the queue, or if they call after business hours, direct your callers to your website. They can often find the information they are looking for and don't have to wait for their answer. Also, you can record helpful information that they can access using your IVR (i.e. business hours, directions, pricing plans, etc.). *Allowing customers to help themselves can free up your agents to handle more complex issues.*

10. ALLOW YOUR CALLERS THE OPTION TO RETURN TO THE PREVIOUS MENU



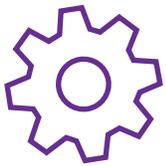
When your customers are choosing from IVR prompts, they may miss something or may be unsure of something. Eliminate confusion and frustration *by allowing them to listen to the prompts again, or go back to a previous menu.*

11. GIVE CALLERS OPTIONS



When all agents are busy, give your callers options. Allow them to request a call back, leave a voicemail, continue to hold, send an email or chat online. This can *save your callers time and significantly reduce their frustration.*

12. CONFIGURE DEPARTMENTAL AND AGENT RECORDINGS/VOICEMAILS



When a caller has reached a certain department or agent after business hours or when all agents are busy, they should hear a recording from that specific department or agent. This will help to eliminate confusion, assure them that they were *directed to the right department and will allow for your teams to stay organized.*

13. INCLUDE YOUR TIME-ZONE WHEN STATING YOUR BUSINESS HOURS



Whether you have a local customer base, or international customers, you should always *include your time zone when you state your business hours.* This will help to eliminate confusion and increase professionalism.

14. PROVIDE A MEANS TO CONTACT SOMEONE WITH URGENT MATTERS



When a customer has an urgent matter, they should be able to reach an agent, no matter what time it is. Provide a direct phone number or extension to an agent who is available in the event of emergencies or a phone number to an after-hours call center. This lifeline could go a long way in *keeping customers loyal and their problems solved* in a timely fashion.

15. GIVE YOUR CALLERS INFORMATION WHILE THEY WAIT



When callers are in the queue, provide them with valuable company information, promotional offers, upcoming sales, upcoming events, new feature announcements, expected wait time, etc. You can also include your company mission statement, specialization and locations served. *Their time is valuable, use it!*

16. PLAY GOOD HOLD MUSIC



There is nothing more annoying than waiting on hold and listening to horrible hold music. You may also want to upload different hold music options for different waiting queues for a more unique experience. Always make sure that the music is playing at an appropriate volume. *Delight your customers while they wait with music you are sure they will love.*

17. TEST EVERYTHING



Before you go live, you should go through the entire process to *make sure your messages are consistent* with where the caller is being transferred to, the queue they are waiting in etc. You should also make sure the volume is appropriate, your greetings are concise and that you don't repeat information too much.

18. KEEP IT FRESH



No one likes to hear the same prompts, voice and hold music over and over again. Keep things fresh by recording new greetings, alternating voices, including seasonal references and changing up the music. *Your customers will notice the effort you put into it.*

The aforementioned *18 tips will help make your greeting recording process and breeze.* It is important to approach this process with a strategy, dedicate enough time and commit to making it excellent!

04 // HOW TO RECORD THE BEST CALL CENTER GREETINGS

So you've decided to record your own call center greetings, now what? *Recording the best call center greetings is simple* when you are armed with the right information, practice the right techniques and develop a rock-solid plan.

Below are 7 *steps* to help you with this process.

1. BE RESEARCH



Before you start recording, you should first *put some time and effort into deciding what you would like to include in the recording*. Think about other recordings that you have heard that were memorable, call your competitors to see how they do it and look online to see what's out there. This will give you fuel for the next steps.

2. WRITE OUT BULLET POINTS



Once you have thought of a few ideas take some time to *make a list of each greeting*, key points that you want to hit for each recording and language that you would like to use. Writing bullet points will help to *ensure that your recordings are concise*, but also include all pertinent information.

3. WRITE A SCRIPT



Before you record a greeting, you must write out a script (word for word). If you *“wing it”*, you might miss important information that can leave your callers confused and frustrated. Your script should be conversational in nature, concise and include short sentences. *Avoid using big words, jargon or any language that may confuse your callers.*

4. PRACTICE



Practice reading the script out loud. Make sure your voice sounds friendly and relaxed. Make sure your pace is slow enough that callers can understand what you are saying

and quick enough that they are not bored. Make sure you enunciate important words very clearly and that there is no doubt what you are saying. You may also want to *practice in front of a trusted friend* to receive honest feedback.

5. RECORD



When you have sufficiently practiced your polished script, it's time to record. Here are a few *tips that will make your recording process a breeze*:

- *Make sure your computer is optimized for recording* and that you are using good software. If the recording comes out low quality, you may want to consider investing in more high quality software.
- *Find a sound-proof room* that is distraction free. You may also want to let other people know that you are recording and not to interrupt you.
- Read the script in a *calm and professional voice*. If you are nervous, it will show. Take some time to relax and do a few more dry runs.
- Insert your own *personality into the recording*. Callers want to feel a personal connection, not think they are talking with a robot.

- Try to make it a *fun experience*. When you sound like you're enjoying yourself and are enthusiastic (but not over the top) your message will be much more enjoyable to listen to.
- When callers know exactly who they want to reach, *allow them to bypass all recordings by dialing a direct extension*. This will increase efficiency and professionalism.
- *Smile*. When you smile while you're talking, it sounds more pleasant.
- *Find the right pace*: slow enough that it is clear and fast enough that you are not dull or boring.
- If things *just don't seem right* after a few tries, you may want to consider hiring a company like VoiceBunny to record the greetings for you.

6. LISTEN AND EVALUATE



Listen to your recording multiple times to make sure it is clear. You should also ask a few people to listen to the recordings and go through the entire IVR process and call each voicemail to make sure everything is clear and easy to understand. If things aren't clear, there is any doubt, the volume isn't loud enough (or too loud), re-record.

7. RECORD NEW MESSAGES FREQUENTLY



Just because you nailed it, doesn't mean you are done recording for good. Make sure you *keep things fresh by having new recordings*, recordings that are in line with the seasons and are up to date with new product updates.

Making sure your *call center greetings are both professional and effective* can be a difficult task if you don't know where to start. *These 7 steps should help you get well on your way to recording the best call center recordings.* You'll sound like a pro and your company will have the professional image you always wanted.

// CONCLUSION //

Your greetings have a large impact on the customer experience and how customers view your company. Why not make the IVR and holding process seamless, informative and professional by following the steps, tips and bits of wisdom contained within this e-book.

Your customers will thank you for it!

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