

SBX₂

Music and Marketing On-Hold



A REASON TO LISTEN

Music on-hold may be the gold standard, but messaging on-hold can serve your needs even better. Research shows that callers presented with on-hold information listen 25% longer than those exposed to music alone. Combining music and marketing can even improve purchase intent.

MIX AND MARKET

Orchestral Control

With SBX₂, you're the DJ. Save the music you like directly to the SBX₂ or stream it from a licensed feed, then decide where and when your callers will hear it. The SBX₂ can play music on-hold in multiple languages and zones simultaneously!

Applications: Create department-specific playlists, tailor music by language.

Professional Quality

Present callers with studio-quality sound every time. All SBX₂ audio content is custom-scheduled to meet your needs and mixed to ensure its high quality, letting you focus on the content.

Applications: Present a professional image.

Customized Messages

Did you know that 16% of callers make purchases based on on-hold offers? Customize your sales—and keep them fresh—with the SBX₂. Announcements can also be cycled or set to play at specific times.

Applications: Serve marketing messages, play overhead announcements.

Plug and Play

The SBX₂ Music and Marketing On-Hold application works seamlessly with PBX, overhead paging systems, and FM transmitters, making it an appropriate choice for both on-hold communications and system-wide announcements.

Applications: Stream music across a campus, serve messages to on-hold callers.

APPLICATION REQUIREMENTS

The application requirements are at least one of these:

- KSU
- PBX
- IP-PBX with media gateway that support external audio source input.

YOU MAY ALSO BE INTERESTED IN

- Auto-attendant
- Dial-by-Name
- Information Lines
- Emergency Messaging System Override
- Failover for KSU/PBX/IP-PBX/VoiceMail system
- Call Center In Queue Announcements
- Pre-Recorded Paging and Repetitive Announcements
- Priority Announcements
- Triggered Announcements
- Hotel Wake-Up call

