



MUSIC ON HOLD

Abadata Connect Customer Training Guide

Music on Hold gives callers something to hear while their call is placed on hold. Rather than silence, the caller hears audio selected for the organization. Abadata Connect provides standard Music on Hold, and customers may also choose customized audio.

STANDARD MUSIC ON HOLD

Most customers use the standard Music on Hold provided with their Abadata Connect service. It provides a simple, professional audio experience for callers while they wait.

Standard Music on Hold is a good choice when an organization wants a clean, consistent caller experience without creating or maintaining its own recordings.

CUSTOM MUSIC & RECORDED MESSAGES

Customer Recording	Some customers prefer to record their own audio and submit it to Abadata Connect for loading onto the system.
Custom Music	Customer-selected music can be loaded when the customer has the appropriate rights or permission to use it.
Messages + Music	A custom recording can combine appropriate music with company messages, reminders, promotions, hours, services, or other useful information.
Company Information	Hold time can be used to tell callers about services, departments, seasonal information, website resources, or other helpful information.

A GOOD CUSTOM HOLD MESSAGE

Keep messages useful and reasonably short. Callers may hear the recording more than once. Consider mentioning services, business hours, your website, frequently requested information, or a brief "thank you for holding" message.

A SHORT NOTE ABOUT MUSIC RIGHTS & ROYALTIES

Commercial music is copyrighted. Owning a song, purchasing a download, or having a personal streaming subscription does not necessarily give a business permission to use that music as Music on Hold. Music-on-hold is a recognized licensed use of copyrighted music.

If a customer supplies custom music, the customer is responsible for making sure it has the appropriate permission, licensing, or royalty rights for that use. Royalty-free or properly licensed music can be a convenient option. Abadata Connect can load approved customer-provided audio, but the customer should verify the rights to the material being supplied.

REMEMBER

Standard Music on Hold is ready for most organizations. If you want your callers to hear something unique, Abadata Connect can also load customer-provided recordings, custom messages, and appropriately licensed music.