



Product Review: DenTel On Hold System

By Carl Burroughs

What are your patients listening to when you place them on hold?

1. SILENCE! With callers not knowing whether they are still connected or forgotten.

2. BELLS! They are irritating to say the least.

3. A RADIO STATION! Played to your clients. This may sound like a good idea, but the risks are:

- Your competition advertising their products, services, etc. to your clients on your telephone
- Non related advertisements annoying your clients
- Negative news items, which could change the clients attitude from positive to negative, thus distracting their thought
- Pattern relative to the reason for the call

IDM have just launched a new service ~

DEN-TEL ON HOLD. This is a unique concept in maximising the marketing effect of your telephone. DEN-TEL ON HOLD will create messages and promotional information relative to your practice, services and image, they will intersperse these messages with music suited to the style of practice you run.

The service may be used to:

- Conduct special promotions
- Inform clients of recent developments, such as the opening of a new branch, changed opening times or continuing education courses recently completed
- Simply thank clients for being patient and that their call will be attended to shortly

A DEN-TEL ON HOLD promotion will feature YOUR practice, not compete with it!

