

Streaming MOH Guide

Streaming Audio Integrations

Easy On Hold created the first streaming hold music/messages platform in 2013. Because of its many benefits, streaming hold audio is growing in popularity. Here is an update on the many integrations available today.



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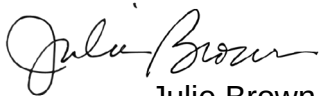
STREAMING MOH

Since inception, Easy On Hold® has focused on innovation in an industry that had become stale. We have replaced repetitive, unimaginative phone-on-hold messages with dynamically generated content.

Human to human. It's still our favorite way of interacting with a brand. The latest research shows that the telephone still dominates as your customers' preferred way to reach you. As the provider of caller experience technology and content for many of America's best-known brands, Easy On Hold® has developed strategies to turn your busiest customer touchpoint into a source of customer satisfaction.

Our streaming audio innovations are helping major brands deliver high-value customer interactions every moment of every day. I hope this guide inspires you to explore how our streaming solutions can transform your customer experiences, replacing caller disappointment and frustration with meaningful experiences.




Julie Brown
CEO

**“Your call is
important to us.”**

The #1 most hated phrase to hear
while calling a business.

– *National Customer Rage Survey*

WHY STREAMING?

As legacy PBX systems became dinosaurs, attractive new VoIP solutions offered a valuable convergence of communications capabilities. Companies want unified communications, and the market is expected to grow at a rate of 10.7% through 2030.

For the hold music feature, the architects of the hosted voice platforms decided to offer default music or customer-provided audio files. They couldn't imagine why someone would want to do anything more with “hold time” than loop a music track. Too many engineers and architects say there isn't much demand for anything beyond a looping audio file, but that's far from true.

Microsoft approached Easy On Hold® to collaborate on a streaming music solution for Microsoft Teams Phone because of issues with the standard hold music offering. Files were repetitive and limiting. The fact that each audio file started over from the beginning every time a caller had to wait added to caller irritation. Larger entities with marketing managers demanded custom messages on hold. Yet, changing files seemed inconvenient, leading to stale content or ineffective generic content (think, “Your call is important to us”).

WHY **IT** LIKES STREAMING

- **Stop loading files.** When customers want changes, they use their Easy On Hold customer portal. Techs should be doing tech stuff, not playing DJ.
- **You're never blamed for out-of-date content.** Since all audio content is scheduled in the stream, you are no longer responsible for which files should be playing.
- **Streams provide real data.** Stream logs can help with implementation and troubleshooting.
- **You're no longer liable for copyright violations.** Do you know that your company is responsible for obtaining performance licenses and clearances for recordings used on hold? EOH licenses all kinds of content, including hit songs by popular artists.

WHY **MARKETERS** LIKE STREAMING

- **Relevant information reduces call abandonment.** Because streams deliver messages at specific times of day, days of the week, etc., you can offer relevant, timely information. When callers are being helped, they don't hang up.
- **No more repetitive "loop."** Individual 30 to 40-second messages with unique music rotate randomly. Priority ratings can be assigned to ensure high-value content is heard more often.
- **Manage multiple locations easily.** The EOH content portal easily assigns messages to individual locations, regions, or queues. An effective strategy is combining corporate messaging with localized topics to reach specific customer groups.

Stream Types by Platform

| Platform | Format/Type | Notes |
|-------------------------------|---|--|
| Asterisk | HTTP mp3 URL | mpg123/may allow HTTPS |
| Avaya (7+) w/AAMS (7.8+)*† | HTTPS 64K HLS URL | Dev Connect Approved Solution |
| Bicom Systems (4.1+) * | HTTP mp3 URL | Asterisk |
| Broadsoft | SIP STREAM | Line/Port ID provided by EOH |
| CISCO CUCM (Call Manager)† | EOH 2CBAS Device/RTP or Streaming Queue Music | on premise VM appliance** |
| CISCO UCCE/PCCE VVB† | PCM on Streaming Queue Music | on premise VM appliance** |
| Fortinet FortiVoice | HTTPS mp3 URL | requires custom URL format |
| Free PBX | HTTP mp3 URL | Asterisk |
| FreeSWITCH | HTTPS mp3 URL | requires mod_shout |
| Genesys Engage*† | HTTPS 64k HLS URL | SQM Cloud Edition** |
| iPitomy | HTTPS mp3 URL | port range : 10,000 - 20,000 |
| Legacy PBX | 2-Channel Business Audio Device | analog audio cable |
| Microsoft Teams Phone*† | PCM Stream from EOH Cloud | Authenticates with Tenant ID |
| MiTel MiVoice | SIP STREAM | MiVoice browser w/available Enterprise IP User License |
| Natterbox | HTTP mp3 STREAM | requires shout:// format |
| NetExpress* | HTTPS mp3 STREAM | requires mod_shout |
| Nextiva* | SIP STREAM | Broadsoft |
| OnSIP* | HTTP mp3 STREAM | requires "Enhanced" feature |
| SimpleVoIP | HTTPS mp3 STREAM | FreeSWITCH |
| Sparkplug IP* | HTTP mp3 STREAM | FreePBX |
| Unify OpenScope Media Server | HTTP mp3 STREAM | Version 9+ |
| VentureTel | HTTP mp3 STREAM | FreeSWITCH |
| Vinix | HTTPS mp3 STREAM | uses mod_shout |
| Vodia* | RTP STREAM | SQM Cloud Edition** |
| Voneto* | HTTPS mp3 STREAM | Asterisk |
| Yeastar S-Series and P-Series | HTTP mp3 STREAM | up to 3 unique streams |

* Easy On Hold® is a recommended or endorsed streaming solution.

† Easy On Hold® is a recognized Solutions Partner.

** Streaming Queue Music (SQM) is a proprietary streaming cloud service from Easy On Hold®



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