

# Streaming Success

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Everything is working very well with the streaming music, and our Business department for the call center is fully satisfied with this new solution!

– Elena Passarelli, Cornèr Group

Corner Group is an independent private Swiss banking group successfully utilizing streaming music services from Easy On Hold® to build caller satisfaction. Our investments in strategic partnerships with leading music and licensing organizations, along with advanced contact center technologies, empower your business to enhance customer success.

## Solution

As the provider of caller experience technology and content for many of America's best-known brands, Easy On Hold® has developed strategies to transform your busiest customer touchpoints into sources of satisfaction. Our streaming audio innovations ensure high-value customer interactions every moment of every day.



### Preferred by IT Teams

The EOH streaming solution eliminates the need for IT personnel to manually load audio files. This saves valuable time, allows IT talent to focus on other critical tasks and ensures that out-of-date content is never heard.



### Better for business

Our streaming service keeps your messaging and music fresh by automating updates and scheduling content throughout the day. Play special music mixes that eliminate the tedious repetition that irritates callers.

## Music Curation

“Companies really don't give that much thought to what we listen to as we wait. They should start paying more attention.”

– WALL STREET JOURNAL 5/21/2024

In 2024, The Wall Street Journal contacted Easy On Hold® to learn why most “on hold music” is intolerable. We told them companies need to reconsider who is choosing the music (IT or Marketing), how the music will be licensed, and what technology is needed.

Inappropriate hold music can exacerbate the anxiety of calling customer support. Easy On Hold® provides curated and licensed music for a better caller experience. Additionally, our proprietary technology integrates streams into major contact center platforms.



Easy On Hold® is an Avaya, Teams and Cisco Solutions Partner.

## Case Study: T-Mobile

Easy On Hold® provides custom music curation and streaming services to T-Mobile, the second-largest wireless carrier in the United States, with around 127.5 million subscribers.

The EOH curation teams “scrubs” the song selections for content that could be polarizing or offensive in any way. The stream cleverly features songs that subtly refer to phone calls and talking.

## Case Study: Broadband

When a rapidly growing broadband provider found that hold times were on the rise, they approached Easy On Hold® for a streaming solution. It was a case of caller fatigue and irritation from the tired, repetitive, bland hold music.

The cure? A vibrant stream of carefully chosen music in a variety of popular genres. The response on social media was unexpected and exciting to see.

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“I’m on hold with T-Mobile and they’re playing Toto’s Hold The Line! I can respect that.”

“I was on hold with T-Mobile but I didn’t mind. They were playing good music.”

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“I’ve been on hold with [brand name] for nearly 20 minutes, but their hold playlist isn’t bad!”

“This hold music is such a vibe I’m about to hook my phone up to my stereo and bump it all day!”

— AS SEEN ON TWITTER (X)

## Benefits

### Legal

Easy On Hold® has arrangements with ASCAP, BMI, SESAC, SOCAN, GMR, Sound Exchange, Universal Music, and APM Music. Our service includes all necessary clearances for hold music.

### Proven Implementation

The EOH streaming solution has received the Cisco Compatibility Badge for integrations in Virtual Voice Browser and Call Manager. As an Avaya Dev Connect partner, we offer the only tested streaming solution for queues in Aura Media Server. In 2024, Microsoft Teams introduced their custom streaming hold music solution, developed by Easy On Hold®.

### On Brand

Just as an artist uses different colors and techniques to create a unique visual logo for your brand, Easy On Hold® uses musical genres, instrumentation, tempos, and melodies to evoke specific emotions. We offer thousands of musical hues. Our 78+ channels of streaming music by popular artists is just the beginning. We can also curate a new music mix to be uniquely yours.

### Flexible

Your audio stream is a “live broadcast” that can change instantly. With your secure login to the Easy On Hold® Content Control Center, you can make changes that are heard instantly.

### Engaging

In an era where every interaction counts, the custom on-hold experience must be meticulously crafted to reflect the excellence that defines your business. Informative messages and always-changing music keep customers engaged while they wait.

### Relevant

Choosing the right streaming music on hold content helps your brand resonate more deeply with callers. Use multiple streams, each targeted to a caller group profile. Set schedules that automatically change content each season, month or even hour of the day.

## Contact

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