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ARCTIC ECHOES – Audio Productions

Arctic Echoes is an Alaska based company that exists to help you. One of the ways that we do this is through customized On-Hold recording. When you place a caller on-hold, do you know what they hear? If it is a radio station, do they approve of the music? Might they hear a commercial of a competitor? If it is silent does your caller know that they are on-hold and not forgotten?

*AT&T did a study revealing in most office situations;
70% of all callers are placed on-hold, 50% hang up and of those 30% will not call back.
We intend to help lower those numbers that hang up on your office.*

How you ask? By providing you with messages that hold the attention of your caller and make them more informed of what you can do for them... They have called you, they want to do business with you, don't turn them away.

Arctic Echoes can provide you with the equipment to work for your conditions. By using a Digital Message Delivery System, your company will deliver the best appearance/sound possible. Also with Arctic Echoes keeping your message fresh it will hold the attention of even your most frequent caller.

Arctic Echoes will help keep you and your customers happy by:

- 1. Providing you with fun, custom messages*
- 2. Keeping information current and fresh*
- 3. Low reasonable prices*
- 4. Making the On-Hold experience pleasant and more profitable for you.*

You can let your customers know what is going on, informing them of sales, or product information. The more correct information your client has, the easier their choice will be, therefore making your job easier.

Companies around the world use this marketing tool. They find that it helps the callers pass the time while they are on-hold and some have actually asked to be placed back on-hold to hear the rest of the message.

Newspapers charge an arm, and a leg for advertising, Radio and TV is even more costly, and you may not even reach "your clients". With Arctic Echoes producing your on-hold transmissions, you are guaranteed to reach your clients.

Peter Summers

Owner - Arctic Echoes Audio Productions

Pete Summers, the owner of Arctic Echoes, has been in broadcasting all of his life. He was raised in Nome, Alaska at radio station KICY. In Anchorage he has worked at Pioneer Broadcasting (KFQD, KWHL), Pacific Broadcasting/AM FM Inc. – Clear Channel Broadcasting (KYAK, KGOT, KYMG, KBFX, KENI & KASH), Arctic Broadcasting (KCEA), and KTUU TV.