



# THE HOLDCOM VOICE®

August

Answer the Call of Enterprise®

2004

## CLIENT OF THE MONTH – HIRSCH OPTICAL

HOLDCOM congratulates Hirsch Optical Corp as our August Client of the Month! Since 1998, HOLDCOM has provided Hirsch Optical with effective Message-On-Hold communication services. As a wholesale ophthalmic laboratory based in Long Island, New York, Hirsch Optical has been providing quality ophthalmic products to the retail segment of Ophthalmologists, Optometrists, and Opticians since 1978.

Through Message-On-Hold, Hirsch Optical is able to sell valuable services and products to customers in a pleasant format while they are being transitioned to a representative for assistance. In addition to advertising the hottest eyewear collections to the retail market, Hirsch utilizes Message-On-Hold to announce their current promotional specials.

Michael Rothstein, Director of Marketing, had this to say about Hirsch Optical's relationship with HOLDCOM: "Our company strives to excel in service and quality in order to differentiate ourselves in a very competitive market. This is how Holdcom parallels Hirsch's mission: by providing professional voiceovers and support to create attention-grabbing scripts. Positive feedback from our customers and our suppliers demonstrates how successful this program has been for us. Many of our suppliers vie to advertise on our on-hold message."

Congratulations once again to Hirsch Optical Corp!

## SPOTLIGHT ON THE TALENT

HOLDCOM's spotlight this month shines on voice talent, Don, bringing over 25 years of professional voice over experience. Don's career as a voice over talent began when he was voicing commercials during his profession in broadcast. Today, thanks to a lot of hard work and dedication, he now provides voice over services for companies throughout the US, Canada, and even the United Kingdom.

*(continued from previous column)*

He enjoys the opportunities to meet new people that come with being a professional voice over, as well as the flexible hours, allowing him to stay close to home and raise his family around all their grandparents, aunts, and uncles.

Don counts cooking among his favorite hobbies, and when he's not in the studio, you can usually find him firing up his smoke pit and cooking some babyback ribs.



## ESSENTIAL MARKETING

At HOLDCOM, we're doing backflips to help fulfill our vision of making Message-On-Hold an essential marketing service. The new language of the marketplace demands new solutions. The proliferation of outlets now fractures your target audience into millions of tiny pieces. Traditional channels of communication are less and less useful at reaching customers. Companies must find innovative ways to re-capture customers. Who is more captive than a caller on hold? While the majority of the marketing landscape is a moving target, Message-On-Hold connects to a pre-qualified audience, an audience that has already reached out to you, and they are ready to listen. No other marketing medium will ever achieve Message-On-Hold specificity; not television, radio, print, or direct mail. A company's telephone system is the most potent marketing tool it can employ.

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## VOICE PRODUCTION CENTRAL

HOLDCOM continues to be the choice for prominent corporate enterprises as the talent and production source for their call processing requirements. Included in the roster of newest clients are Macy's, Net2Phone, and NYCE.

These additions to the HOLDCOM customer base "family" are notable in that they represent highly visible companies that rely heavily upon sophisticated telecommunication technology. They recognize HOLDCOM's track record and reputation for providing exceptional audio content to call centers with extremely high call volumes, while maintaining fast turnaround and quality customer service.

We welcome them as they join ranks with other HOLDCOM Voice Production clients such as **Verizon Wireless, Hackensack University Hospital, Williams Communications, United Telemanagement, Bizfon, NCO Financial, NEC, Horizon Blue Cross, Audiovox, Palisades Safety Insurance, Dialogic, Metropolitan Opera, Avon Products, Benefit Allocation Systems, Cendant Corporation, Datascope, iVoice, Panasonic, MCI Worldcom, and Kyocera Mita.**



## MOTIVATION CORNER... CHANGE THE WORLD!

Every day you change the world in some way. You cannot avoid doing it. After this day is over, the world will be a little bit different place because of what you have done. Will it be a better place, or worse, or just different? That depends on what you do.

Why should you care? Because you are a part of the world. The positive things you do, come back to you, as do the negative things. You cannot escape the consequences of your own thoughts and actions. So make them the best that you can.

You can change the world. You will change the world. You do change the world. You have the power and the ability to change it for the better, right this moment and every moment. As long as you're going to change the world, you might as well change it in a positive way.

You're changing the world. It's a big responsibility and a tremendous opportunity. Make the best of it, today and every day.

## HOLDCOM Milestones

### Birthdays

**Aug. 13<sup>th</sup> - Neil Fishman/President**  
**Aug. 26<sup>th</sup> - Susan /VoiceTalent**

### Years of Service Anniversaries

**August 2<sup>nd</sup> - Stacey Caropreso-  
Director of Quality Control - NINE  
YEARS!**

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our Business Music Services today!  
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*THE HOLDCOM VOICE is published and distributed monthly by HOLDCOM, as a service to our valued clients. This month's contributors include Rob Lefever, John Falcone, Stacey Caropreso, Carla Foxx, and Harvey Edelman.*

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