



## Sample Insurance Messages-On-Hold Scripts

### INTRODUCTION

Messages-On-Hold™ is an effective vehicle for promoting new insurance services and provide information that educates and guides customers. This document provides two examples of Messages-On-Hold™ scripts.

These examples are intended to provide a starting point for thinking about your own messaging. We are happy to provide additional examples and work with you to tailor your messages to your organization's unique services.

### EXAMPLE 1: A TYPICAL MESSAGES-ON-HOLD SCRIPT FOR AN INSURANCE AGENCY

1. Thank you for calling us. We'll be right with you! To better service you – please visit our office during Monday through Friday from 9:00 AM to 5:00 PM. When you have insurance questions, please don't hesitate to call, stop by. We always have time for you, and our staff is trained to guide you through today's intricate insurance options....and ... Don't forget to visit us at our website!
2. We offer a wide range of personal insurance coverages, including auto, homeowners, and renter's insurance, valuable items, and umbrella liability policies. We are an independent insurance agency. We work for **you**, not for an insurance company. We represent many financially strong and dependable insurance companies, and we can select the insurance company that offers you the best coverage at a competitive price. And with over 20 years of insurance experience, you can depend on getting sound advice and personal service. *(Pause)* Also as a valued client, we'd like to offer you additional savings on your auto and/or homeowners' policy. As you may know, most insurance carriers offer a policy discounts for insuring your property as well as your auto, with the same insurance carrier or insurance agency.

3. If you own or manage a business, either large or small, we can help you with many kinds of business coverage, including commercial property, general liability, umbrella, auto, and workers' compensation.  
If you would like to reduce your insurance cost, or reduce gaps in your coverage, just ask us how! We'll be happy to provide you a competitive quotation.
4. Thank you for your patience. If you'll hold for just a moment, we will give your call all the time you need. If your call pertains to a billing question, claims information or an accident report form, please visit us at our website - or stay on the line for more information.
5. Do you have a friend or a business associate who might benefit by using our agency? We appreciate receiving your referrals and your confidence in us. You can be assured that anyone you refer to us will be treated with the same personal service you have come to expect from us. *(Pause)* Our Insurance Carriers offer many payment options for your convenience. Pay online, pay by phone, debit or credit card, E-Checks directly from your bank account or direct mail installments. Ask us for more information when we return to the line in just a moment.
6. Heads up everyone...the Registry of Motor Vehicles is no longer notifying you by mail when your driver's license expires! If your birthday is coming up or has recently passed — look at the expiration of your license. It is NOW your own responsibility to remember to renew. *(Pause)* In our continuing effort to provide our clients with the best possible service, we offer Registry service . . . it's just our way of saying thank you! We appreciate your business. By the way, here's a timely reminder: check the expiration month on both your inspection sticker and your registration. They do not necessarily coincide, so double check both expiration dates to avoid getting a costly ticket!
7. Did you know that you can save hundreds by combining you home with your auto insurance? Our agency can tailor a policy to fit your family's specific needs. *(Pause)* One of our knowledgeable representatives will be with you to answer any questions, or to direct your call, when we return to the line in just a moment.
8. We realize that your time is valuable. Please stay with us, and we will keep your wait as soon as possible.

## EXAMPLE 2: ANOTHER TYPICAL MESSAGES-ON-HOLD SCRIPT FOR AN INSURANCE AGENCY

1. Thank you for calling Smith & Johnson Insurance. We'll be right with you! We have office locations in Dorchester and Stoughton, and we insure families and business all over Massachusetts. Our hours are Monday through Friday from 8:30 AM to 5:30 PM. When you have insurance questions, please don't hesitate to call or stop by. We always have time for you, and all our staff are trained to guide you through today's intricate insurance options. We understand that an informed customer is our best asset. For Insurance Tips and Topics information on insurance topics please visit ***smith johnson insurance dot com***.
2. **Did** you know that it's **your** responsibility to remember to renew your driver's license? One of the many services we offer totally free is our license renewal reminder. Sign up for our free license reminder email at ***smith johnson insurance dot com***. Let us help you with an email reminder and a free breakfast coupon from a local restaurant on us! Please visit ***smith Johnson insurance dot com*** and sign up for our free reminder or tell the representative that answers your call that you would like to sign up. Give them your current license's expiration date and your correct e-mail address and we will send you an electronic reminder notice.
3. Thank you for waiting. We appreciate your patience, and we assure you that we will take your call as quickly as possible.
4. Smith & Johnson offers life insurance, financial planning and investment consultation and we have a very competitive commercial insurance department. Our knowledgeable and experienced full-time staff has grown over the past few years, and we have a dedicated and friendly team of part time support staff. Visit us at ***smith johnson insurance dot com*** to find out more about how we can help you.
5. Smith & Johnson Insurance can offer a competitive auto insurance quote from one of the many financially strong insurance companies that we represent. If you only have your **homeowner's** insurance policy with Smith and Johnson Insurance, ask us to review your **auto** policy. It is very possible that we can save you money with one of our many competitive company's packages. There are many package options to choose from. When we return to the line, let the representative know that you are interested in an insurance review, or visit our website at smith insurance dot com and complete the customer registration form.
6. We realize that your time is valuable. Please stay with us, and we will keep your wait as short as possible.

7. At Smith and Johnson Insurance Agency we offer a wide variety of personal lines of insurance to meet your needs. Whether you're looking for Life insurance for yourself, your family or your business, or you wish to insure your home, auto, or business, Smith & Johnson can help, with the right insurance coverage for you. If you only have your **automobile** insurance with Smith & Johnson, let us review your **homeowner's** policy and perhaps we can save you money on your insurance package.
8. We realize that your time is valuable. Please stay with us, and we will keep your wait as short as possible.

#### **ABOUT MARKETING MESSAGES**

Marketing Messages is a full-service provider of professionally recorded voice prompts, messages, and narration for call center and web/mobile applications. Our customers employ Voice Branding™ to build brand identity, improve the caller experience, and make websites more compelling. We offer voice services for interactive voice response (IVR), auto attendant, Messages-On-Hold™, E-Learning, and narration for web videos, product demonstrations, sales presentations, and other voice-enabled applications. Since 1984, Marketing Messages has provided over 180 top quality voice artists spanning over 80 languages, highly accurate scripting and editing, and rapid voice file turnaround to more than 4,000 customers – including 200 Fortune 500 companies.

#### **CONTACT US**

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