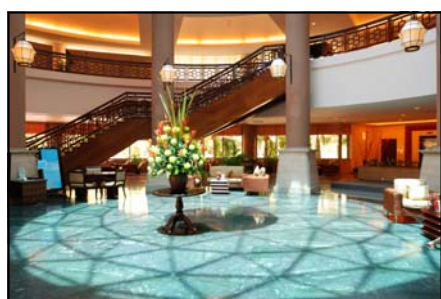


Audio & Fragrance Marketing for the Hotels and Hospitality Sector

Talk to Premier about...

- > On-Hold & In-Queue Marketing
- > Background and Mood Music
- > Voice Recordings for Reservation Centres in Most World Languages
- > Environmental Fragrancing



"Premier's message systems really help us to communicate! Each message is tailored to one of Holiday Inns' facilities and can be changed by season or by time of day"
General Manager
Heathrow



"Premier produce high quality multi-lingual voice announcements and music, fully in-keeping with Corinthia Hotels' status as a leading International hotel brand"
Director of Operations
Prague

First Impressions Count:

Whether you are a global brand, a regional group or an independent hotel, your initial client contact is often made over the telephone, so your fabulous visual impact and Michelin star food cannot help you to create that all important first impression!

Reservations Call Centre:

Our Audio Marketing Consultancy team help to create the perfect telephone environment to welcome your guests and guide them through the reservations process. Through careful selection of music and voices, we ensure that all in-queue and on-hold audio matches your brand and the profile of your typical caller.

On Hold:

When callers are placed on-hold or transferred, at either the reservations centre or the hotel, you have a golden opportunity to communicate forthcoming events. All audio marketing content should match your house-style and be in-step and in-time with other marketing communications.

Music & Fragrance:

Hotels place great emphasis on the look of their customer environments, but sometimes overlook their overall sensory appeal. We enhance the appeal and the perception of quality of our clients' hotels using carefully selected fragrances and music that evoke appropriate memories, moods and feelings; increasing sales and building customer loyalty.

Audio Marketing - The Benefits

- > All audio content is professionally scripted and recorded in our state of the art digital studios, to ensure that you always sound as good as you look!
- > All message and music content can be changed as often as required, with short lead-times; ensuring your communications are always timely and accurate.
- > Audio Marketing reduces stress and caller abandonment, by keeping the caller entertained and informed with messages that can be tailored to specific seasons and times of day.
- > Increases cross-sell and up-sell and therefore profits, by promoting products, services and forthcoming events.
- > We supply and fit on-hold playback hardware to fit all modern telephone switches and call centre systems.
- > We script and plan IVR call flows, delivering everything from a few welcome messages to a full call centre plan in over 25 languages.



"For over 10 years we've found Premier to be invaluable, especially when sourcing prompts in multiple languages, and their turnaround time is excellent, delivering some recordings within just a few hours!"



"Premier provides us with high quality multi-lingual voice and music systems that are fully in keeping with our status as a leading International hotel brand."



"We appointed Premier to select and record an appropriate voice persona for all of our customer facing IVR content at the European and USA reservation and customer care centres."



"Premier's Audio Marketing ensures that every one of our callers hears brief, on-brand, professionally scripted and recorded messages whenever they are on-hold at all of our UK hotels."



"All of our branded audio marketing and recorded messages have been supplied by Premier since 2001. The service helps us to communicate our news and offers to callers in a fun and relaxed way."



"Premier created an exciting new audio brand for Opodo and re-recorded all of the voice recordings for the customer service and reservation call centres."

Premier is the 'Point of Contact' specialist > What we do for you is critical and unique: we help you to engage your customer as they make their first precious contact, whether it's over the phone, on the web, or as they walk through your door, and then assist you to develop that relationship.



What Next?

To discuss how Premier can help meet your customer experience goals, call us on + 44 (0)845 2797 200

