

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

conducted by audio branding specialist PHMG, was put on hold, compared to a North American average of 70 percent. Those callers are being forced to wait for 25.81 seconds on ...

Mar. 23, 2017



U.S. accounting firms risk losing business by making customers wait on hold for more than 25 seconds, new research has revealed.

Every call made to companies in the sector as part of the large-scale study, conducted by audio branding specialist PHMG, was put on hold, compared to a North American

average of 70 percent. Those callers are being forced to wait for 25.81 seconds on

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

best practice approach to call handling. It's worrying that customers are being left on hold for over 25 seconds as this can be a major irritation for customers, but what makes matters worse is that they are left in silence or listening to poor-quality music, which increases the risk of hang-ups.

"A previous study of 2,234 US consumers found 59 percent will not do business with a company again if their first call isn't handled to satisfaction. Therefore, it is important companies do everything they can to improve the experience.

"The same consumer study also revealed 65 percent of customers feel more valued if they hear customized voice and music messages on hold. By ensuring all audio is professional and brand congruent, companies can drastically improve customer experience and begin shaping behavior by tapping into the psychological power of sound."

This latest study also found accounting firms answer the phone within an average of three rings, but only two percent use an auto-attendant service to greet callers outside of normal business hours.

Firm Management

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved