

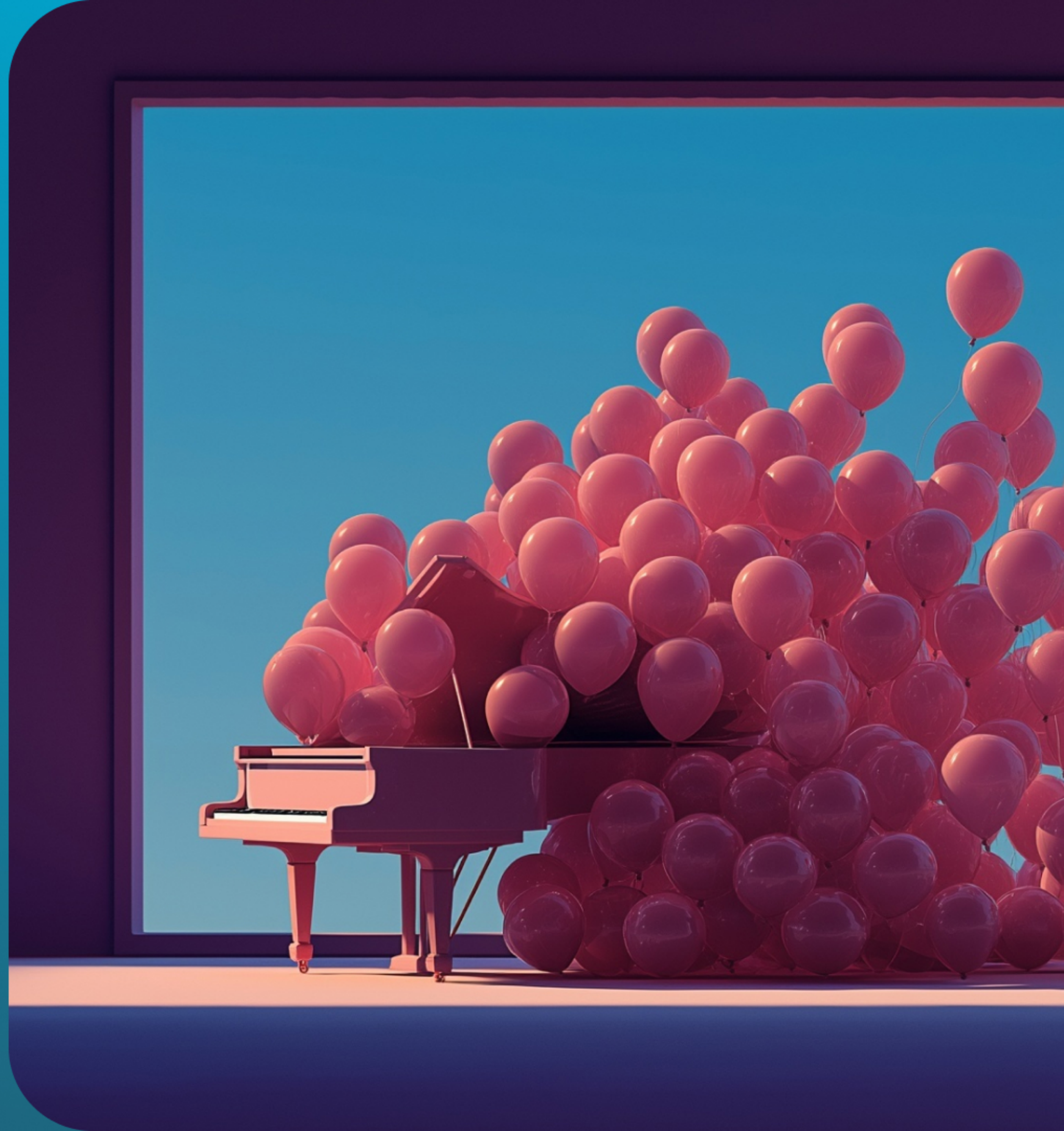


# Thank you for choosing PHMG.

We're looking forward to working together and  
making every customer connection count.



Powering every customer connection





## Make every moment on hold count

With Caller Edge, you get more from every customer call – keeping callers engaged, informed and connected to your business with professionally crafted on-hold messaging.

### What's included



#### On-Hold Messaging

Turn every wait into a warm welcome with engaging messages, updates, and custom music tailored to your brand.



#### Regular Updates

Keep your content fresh and relevant with flexible updates that evolve as your business does.



#### Unique Music Track

A soundtrack as unique as your business, created to capture your identity and make every interaction unmistakably yours.



#### Professional Voiceover

Find your perfect voice from our global talent pool, delivering every message with clarity, character, and confidence.



#### Expert Scriptwriting

Our skilled copywriters will create a set of information-packed messages that will get the reaction you want from your callers.

### How to get the most from it

The best results come from messaging that reflects what your callers actually need. Think about your busiest teams, your most common questions, and any priority services or campaigns you want to highlight.

This is also a good time to consider seasonal messaging, opening hours, and where you want callers to go when your team is unavailable.

### What are the benefits?



Promote your products and services



Share useful information about your business



Keep callers engaged while they wait

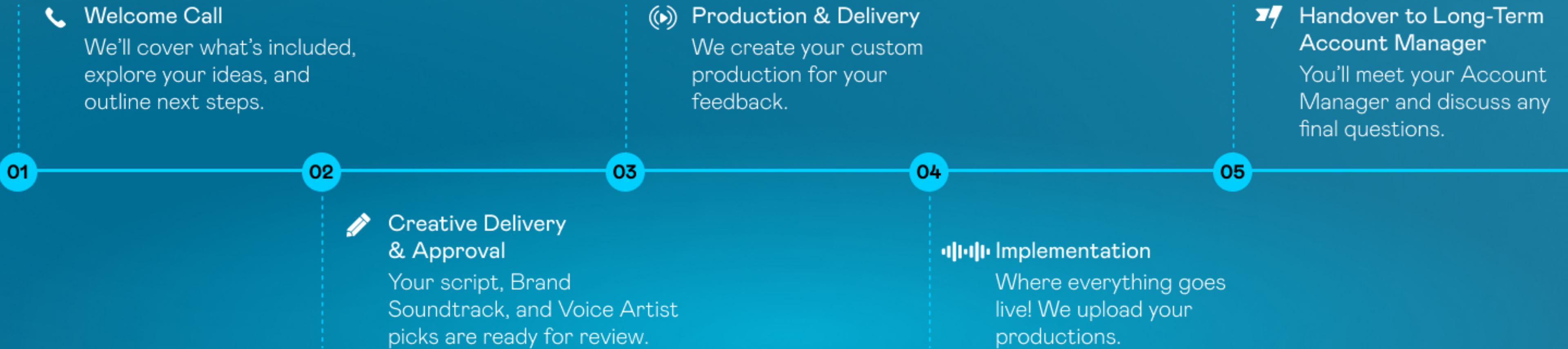


Create a more professional caller experience

# What happens next

We'll guide you through every stage and keep the process simple.

## Your Caller Edge Journey





## More from your PHMG package

If you've chosen any additional products as part of your package, here's what you can expect next.

### Audio

#### Caller Experience Audio

##### Create a consistent experience across every call

Alongside your On-Hold Messaging, we'll create professional audio for key moments across your caller journey – helping every interaction feel polished, consistent and on-brand.

- ✓ Welcome Messaging  
Make a polished first impression from the moment you answer.
- ✓ Auto Attendant & IVR  
Guide callers with clear, on-brand messaging.
- ✓ Voicemail & Out-of-Hours  
Keep callers informed, even when you can't answer.

#### Multi-Language

##### Make your message clear in every language

As we create your messaging, we'll produce the language versions you need with professional translation and native-speaking voice talent – creating a consistent, authentic experience for every caller.

- ✓ Professionally translated scripts with native-speaking talent
- ✓ Authentic, localised messaging in 50+ languages
- ✓ Complete production from script to broadcast-ready audio

#### Voice PRO

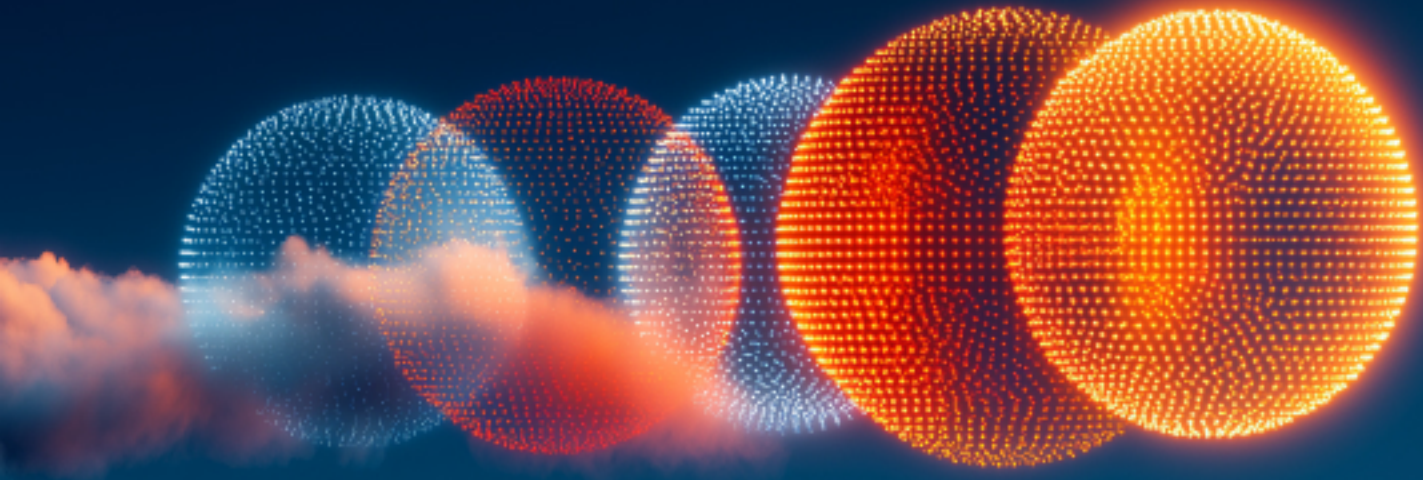
##### Make every word sound its best

Let us know which content you'd like professionally voiced, and we'll take care of the rest – bringing it to life with expert voice talent, direction and production.

- ✓ Professional voice talent matched to your brand
- ✓ Shape every performance with live directed voice session
- ✓ Expert production that delivers impactful, engaging audio

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A more complete audio experience, created to work seamlessly across every customer touchpoint — building greater consistency, recognition and impact wherever your brand is heard.



## More from your PHMG package

If you've chosen any additional products as part of your package, here's what you can expect next.

### Cloud Telephony

#### Complete Caller Experience

##### Make every call a better experience

Complete Caller Experience combines call mapping, platform management and continuous optimisation to create smoother caller journeys that help every customer feel valued.



##### Solution Proposal

We present insights to improve performance and customer experience.



##### Audio Approval

Your audio is ready for review and approval.



##### Implementation

We configure your solution for a smooth roll-out.



##### Testing

Our Cloud Architects test calls and refine your setup for deployment.



##### Go Live & Next Steps

Your solution goes live, followed by an overview and ongoing support.

#### GoTo

##### The ultimate communications solution for your business

We've partnered with GoTo to bring you AI-powered cloud communications, combining calls, messaging and video in one platform to create a smarter, more connected experience for your business.



##### Kick-off Call

Talk through your call setup, users, and new portal.



##### Provide your Details

Share information about your setup to get everything up and running.



##### Dial Plan Creation

Collaborate with GoTo to create your own Dial Plan.



##### Implementation and Number Porting

We'll work with your current provider to arrange the porting upon completion of a Letter of Authorisation.



##### Go Live

Everything is ready. Your GoTo setup is now live.