



**PROGRAM
DEVELOPMENT
FORM**

Ph 856-761-1000
Fax 856-761-1100
Email service@usaphone.com

Client: _____
Contact: _____
Address: _____
City St Zip: _____
Phone: _____
Fax: _____
Email: _____

SCRIPT INFORMATION Attach Additional Information as Necessary!!

Main and additional locations:

Operating hours:

Primary products and/or services offered:

Additional products and/or services offered:

Answers to most often asked questions:

Pertinent customer service information:

Current specials or promotions:

Current advertising theme, slogan, or marketing campaign:

Marketing and/or Customer Service Objectives via Message-On-Hold Communication:

Interesting background or historical information:

Related helpful hints or information:

Website address and its most prominent features:

Other:

CALLER PROFILE

I would describe the majority of my callers as follows:

Average hold time:

- Under 30 seconds 30 seconds to a minute 1 minute to 2 minutes Over 2 minutes

PRODUCTION OPTIONS

Voice Over Talent: Male Female

Background Music (choose one of the following):

- Easy Listening (Lite FM) Classical (Bach, Beethoven, Mozart, etc.)
 Light Jazz (George Benson-like, etc.) New Age (Windham Hill-like)
 Up tempo Contemporary (Soft Rock) Other (as available):

AND THEN...

When completed, please fax to Service Department at 856-761-1100. A draft of your script will be based on the above information and any additional information provided and will be submitted to you for your review and necessary changes. If you have any questions, please call Service Department at 856-761-1000