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**Magic on Hold  
Customized Audio  
Programming System  
Installation, Operation and  
Troubleshooting Manual**

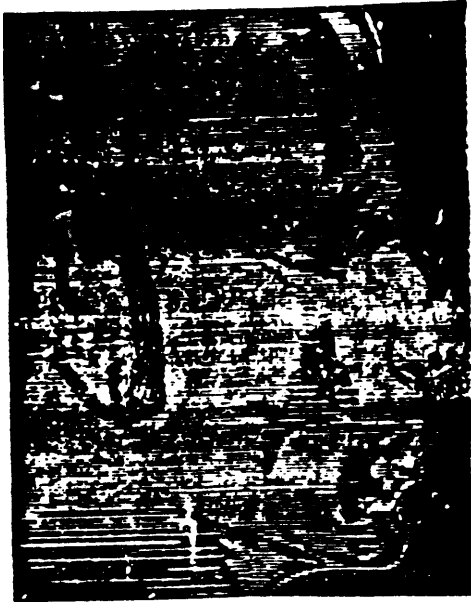
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**MAGIC ON HOLD**

For Customer Information or Service Call  
1-800-4HOLD ON (1-800-446-5366)

P.O. Drawer 9119 ● Penbroke Pines, FL 33084-1119  
In Florida call (305) 432-6288

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## AT&T MAGIC ON HOLD

### CUSTOMIZED MUSIC-ON-HOLD SOURCE

In the past, many customers opting for the "music-on-hold" feature on a communications system thought that the music source was part of the system. Now it can be. MAGIC ON HOLD will provide music and customized messages to serve as your system's music source.

MAGIC ON HOLD is a value-added system enhancement that will promote your products and services and provide a totally customized communications system for your business. It's the perfect alternative to piped in music, a local radio station or worse, silence.

### MAGIC ON HOLD WILL BENEFIT YOUR BUSINESS BY:

- decreasing the number of callers that hang up while on hold
- informing customers of new products and services
- reinforcing advertising campaigns
- enhancing your company's image
- upgrading customer service

# AT&T MAGIC ON HOLD

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## \* COMPATIBLE WITH:

MERLIN® Communications System

AT&T System 75

AT&T System 85

Key Systems

ACD CMS

PBX

- Requires the appropriate Music-on-hold interface

MERLIN® Plus System

MERLIN® II System

Spirit™ Communications Systems

AT&T System 25

For further information call  
AT&T's Small Business Connection  
1-800-247-7000 or your AT&T  
Account Executive



AT&T  
The right choice.

MAGIC ON HOLD provides customized audio programs that callers hear when they are placed "on hold" (or "in queue" on ACD systems). The professionally produced programs consist of music interspersed with personalized messages designed to keep callers from hanging up.

## PROGRAM CONTENT & PRODUCTION OF MESSAGES

You will work with the MAGIC ON HOLD production staff and customer service department to provide the necessary information to develop your personalized programs. You can determine the content of the messages and choose music appropriate for your business from our record library. We may change your programs 4, 6, 12 or 24 times per year depending on the package you select. Messages and programs fall into two main categories:

### CUSTOMER SERVICE

Designed to retain callers on hold and provide information. Messages include "thanks for waiting, we like to give the necessary attention to all callers . . ." and "Please have your account number ready for the agent . . ."

### SALES MARKETING

Designed to promote products, special events, seasonal and holiday promotions, new features, enhance corporate image and generate revenue from every call. Messages include "ask your representative about . . ." or "While you're waiting, we'd like to tell you about . . ."

## CUSTOMIZED AUDIO PROGRAMMING PACKAGE INCLUDES THE FOLLOWING SERVICES:

- A copywriter to create a personalized message.
- Professional voice talent that will reflect your corporate image.
- A production staff mixing messages and music in state of the art recording studios.
- Music licensing and releases.
- Annual production schedule to coordinate with your advertising and marketing requirements.

## **INTRODUCTION**

To obtain maximum performance from your cassette unit, please study these instructions carefully. Installing and operating this equipment for Magic On Hold is not complicated, but the flexibility provided by its numerous operating features merit your becoming familiar with its connections and controls. The recommended procedure will assure you of the high quality performance for which your unit was designed.

## **AFTER UNPACKING**

It is advisable to retain all original packing material to prevent damage should you wish to transport your unit. Be careful that you do not inadvertently throw away or lose the parts packed with the unit. Please inspect the equipment carefully. Strict quality control ensures that each unit leaves the factory in operational condition. If the unit was shipped to you directly, notify the transportation company without delay if it is damaged or fails to operate correctly. Save the carton and all packing material as evidence of damage for their inspection.

## **PRE-INSTALLATION CHECKLIST**

As you unpack your Magic On Hold unit, make sure you have the following items:

- Installation Instructions
- Magic On Hold Unit, Model B&H 3181A or 3185A
- Warranty Card
- Patch Cord
- Cassette (**NEVER "REVIEW" OR "QUE" MAGIC ON HOLD TAPES**)

## **FINE TUNING**

All units have been preset during final Quality Control testing to the following settings:

VOLUME level - at approximately 4 position

TONE level - at approximately 9 position

Fine tuning can be accomplished, if necessary, simply by placing a call, being placed on "hold", listening to the program and then adjusting the required feature.

## **INSTALLATION PROCEDURE**

Installation of your Magic on Hold unit is not difficult. Installation on most telephone systems may be accomplished by completing the following simple procedures.

1. Place the Magic on Hold unit in a secure place close to your telephone system's central control unit. Plug in its AC power cord (found in its compartment on the bottom of the unit).
2. Place the cassette into its compartment as in a normal cassette player. The endless loop cassette used in the Magic on Hold system has some unusual properties and the instructions listed on its label should be followed. **Never press anything other than PLAY or STOP with an endless loop cassette. REVIEW, QUE, PAUSE or RECORD will destroy the cassette instantly.**
3. Press play and listen to the production through the unit's built-in speaker. The volume control should be set at position 4, and the tone control should be set at 9.
4. Hook up the unit's patch cord. Please note that whenever the cord is plugged into its appropriate jack on the right hand side of the units, its built-in speaker will be muted. If you are unclear with any of the procedures, please call Customer Service at (800)446-5366 during normal East Coast business hours for assistance.
5. As a final procedure, have someone place you on hold and make any fine tuning adjustments as required. The unit will be left in the PLAY mode at all times.