



HILTON NOISE

THE SOH NEWSLETTER FOR HILTON HOTELS SPRING 06

WELCOME

to the spring edition of Hilton Noise, bringing you all the latest news from SOH, your on hold music and messaging provider.

Before we start, here's a little reminder of how SOH and Hilton Hotels work together. 33 hotels are currently making the most of the SOH solution, which involves using a mix of Hilton corporate style music and messaging combined with local, hotel specific information to create an entertaining yet useful marketing tool.

A couple of hotels now make use of SOH to professionally record their welcome announcements, instantly greeting callers with corporate branded messaging. We also work independently with a couple of locations who have tailored productions which mirror the individual styles of the hotel.

We ask you to refresh your messages 4 times a year, and will be in touch soon.

If you would like to hear more about the SOH service contact your Hilton Account Manager, Kevin Freeman on 01352 705829 or email kevinf@soh.co.uk

WELCOME ADDITION

We offer a very warm welcome to the latest hotel taking up the SOH service, Hilton Malta, the first of the Hilton Worldwide Resorts to come on board.

Based in Portomaso, this five star hotel offers luxurious apartments, a conference centre and business tower and incorporates a range of retail outlets, restaurants and bars. Hilton Malta will utilize the service in the same way as our UK based hotels, using their music and messaging to promote hotel facilities, local news and events and special offers.

Hilton Malta

READ ALL ABOUT IT!

SOH has been quite popular lately, have you noticed? We were recently invited to join a debate on BBC Radio 4 discussing 'Waiting' and how we are working with companies to provide a better waiting experience on the telephone.



SOH really captured the imagination of journalist Jon Ronson, so he came along to our studios to see what goes on behind the scenes. His investigation into the 'irritations of modern life' - mainly, being kept waiting on the phone - led to him writing an article about the reality behind the voices that you hear on hold.

To do this he spent time with our voice co-ordinator Holly Baldwin and Managing Director, Frances Fish overseeing a variety of recording sessions and voice artist auditions. His article appeared in The Guardian on March the 27th, we hope you managed to see it, but if not head to our website, soh.co.uk where you'll find a copy.

And we haven't stopped there; you may also have heard us on BBC Radio 5's breakfast show with Nicky Campbell, and more recently on BBC Radio Scotland.



HERE COMES THE SUN...

We'll soon be in touch to talk about your next update, so over the coming week it's definitely worth thinking about any events, promotions or special offers that you would like to mention.

It's always fun to look ahead to the summer months, with lots going on locally as well as events you may have planned in the hotel. You could take inspiration from the sporting world this June, as the Fifa World Cup kicks off on the 9th, and with England's first match against Paraguay on the 10th, you might want to push some footie related offers in the bar. Also in June we've got the British Grand Prix at Silverstone and the Wimbledon Lawn Tennis Championships, so if your hotel is located close by make sure you mention it.

And don't forget the dads on the 18th of June, as its Fathers Day. Is your hotel planning anything special, perhaps your restaurant is putting together a themed menu? Then why not use your on hold to let people know?

July brings the school holidays, which means it's definitely worth highlighting any family focused events in your area. And of course, August brings special offers for the Bank Holidays. In fact, whatever you've got coming up, it could make a fantastic message for your on hold, so keep us in mind.



AND THE WINNER IS...

You may remember that in our last edition of Hilton Noise we were giving away a cute ipod shuffle to a hotel contact who was the most creative with their update.

Well, the competition was fierce with many of you providing us with some fantastic content for your New Year messages. However, we had to find a winner and we chose Gillian Downton from the Hilton London Olympia. And here she is, pictured collecting her prize from SOHs Hilton Account Manager, Kevin Freeman.



Gillian's in-put has proved invaluable during updates, as she always comes forward with ideas for messages, even joining our latest WebEx session to learn how to make the most of her SOH service. For Hilton London Olympia's New Year update Gillian chose to push the hotels location, being near to the city's fantastic array of shopping facilities, as well as local attractions such as Kensington Palace and the Royal Albert Hall. She also used her on hold to promote both a Valentines Day Dinner and Mothers Day Brunch held within the hotel.

We look forward to working with you in the future Gillian, and we hope you're enjoying all those great tunes!



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SOH
6 Devonhurst Place
Heathfield Terrace
Chiswick
London
W4 4JD

0870 513 4855