



Guide to write your script



Content creation is the most important part of scriptwriting. Your script represents the image of your company and should grab the listener’s attention, but being informative and aurally pleasing are challenging. Your cloud PBX system is a powerful tool for communication with your clients and it can be a marketing tool for you to advertise one-on-one. In this guide, we try to address the challenges in writing scripts and give you some tips on it. Before you start reading this guide, make sure you consider the following questions:

1. What type of script are you writing? (IVR, Message on Hold, or Greeting)
2. What is the function of this script? (Promotion, entertainment, informing, directing, etc.)
3. How long it should be? (You need to consider customers’ typical wait time)

Before you start writing the script, you should consider pronunciations, linguistic concerns, grammar and structure of your sentences.

Pronunciation

The first challenge in your script writing is pronunciation. For writing a successful script, you need to outline the proper pronunciation which depends on location and context. There are significant differences in regional pronunciations. You need to define long and short vowel sounds in your script. You can use rhyming words to help the voice talent. In addition, online dictionaries can be a reliable source. You should verify pronunciations of people, places and company names since the voice talent may not be familiar with them and needs more clues.

The placement of stress can change the meaning of a word significantly. So that, it is crucial to provide and define phonemes, and rhyming words to help voice talent understand your sound cues. Phoneme is the smallest part of differentiating sounds in a language. We’ve provided examples in the following tables to help you define your pronunciations. You can use these examples for you script.

Vowel Phonemes with example

Phoneme	Example	Phoneme	Example	Phoneme	Example
a	cat	ie	tried	au	Haul
e	bread	oe	cold	er	sister
i	pig	ue	moon	oi	coin
o	log	oo	choose	air	stairs
u	plug	ar	cart	ear	fear
ae	pain	ur	burn	uh	arrest
ee	sweet	or	Door	aw	all
ah	hot	kw	quick	ow	out

Consonant Phonemes with example

Phoneme	Example	Phoneme	Example	Phoneme	Example
b	ba b y	m	mo n key	wh	wh e re
d	do d	n	nu n	y	ye y
f	fi f eld	p	pa p er	z	ze z ebra
g	ga g e	r	ra r bit	th	th e n
h	ha h	s	su s	th	th i n
j	gi j ant	t	ta t	ch	ch i ps
k	coo k	v	va v	sh	sh i p
l	la l mb	w	wa w	zh	treasu re

- * You can use any punctuation to guide the voice talent for pauses or breaks but you need to mention them in your notes. For instance, : is short pause.

Reminders:

- ✓ To avoid editing and expedite the process, please provide correct and clear rhyming words and phonetics. In addition, you must verify pronunciations of names and places.
- ✓ You provide greetings, information and messages for real people, so it should be provided based on their location and dialects to be effective.
- ✓ If you have special symbols or words, make sure you provide the correct pronunciation for them. Time, symbols (Slash, dot, etc.), and phone extensions are examples of it.

Music or message on hold

Message on hold is a recorded script which provides service information or marketing messages for your customers when they are on hold. It gives you the opportunity to promote your business, sell products or services, FAQ, and keep customers happy. You need to know goal, function and tone of your message. The tone of your message is very important since all your customers (returning and potential) listen to it. Therefore, knowing your customers/clients would help you to choose an appropriate tone.

You can captivate your customers with the proper target market, music and word choice.

Process of writing script:

Drafting -> Revising -> Proofing -> Publishing

IVR (Auto Attendant)

IVR (Interactive Voice Response) is a telephone system that allows your customers to access your telephone database through their keypad. In comparison with message on hold, IVR tone is more aggressive since it instructs clients to press a button.

Please keep in mind the following:

- ✓ Keep your script simple
- ✓ Your phrasing should be brief and as concise as possible
- ✓ You must use a consistent terminology
- ✓ Your writing should be for your clients' ear
- ✓ Avoid repeating "Please"
- ✓ Place extension numbers at the end of menu and state them as separate digits
(I.E. "one – two – nine" instead of "one hundred and twenty-nine.")

Example:

: means short pause

Hi there: You've reached Peets Restaurant. [1 second pause] If you're calling to place an order, press 1. [1 second pause] For questions about our services, press 2. [1 second pause] To check your order status, press 3. [1 second pause] For leaving a message, press 4. [1 second pause] To repeat these options, press star. [1 second pause] We love hearing from you! Have a great day.