



Make the Wait Great

Credit Union On-Hold Message Ideas

Ready to get started? Use these ideas to keep members informed about loans, digital tools, security, events and services while they wait. We provide professional scriptwriting services, or you can enter your scripts into our AI Studio for instant messages and prompts.

LOANS & FINANCIAL SERVICES

- ☐ Auto, home, personal and business loan programs
- ☐ Student loans, refinancing and home-equity options
- ☐ Online applications and ways to get started
- ☐ Credit cards, savings and certificate products
- ☐ Seasonal lending promotions and member offers
- ☐ Where to find rates, terms and current disclosures

MEMBER PROGRAMS & COMMUNITY

- ☐ Youth accounts and financial education
- ☐ Scholarships and student programs
- ☐ Community events and local sponsorships
- ☐ Member-only events and family activities
- ☐ Financial wellness resources and seminars
- ☐ Volunteer programs and community partnerships

DIGITAL BANKING & SECURITY

- ☐ Online and mobile banking features
- ☐ Bill pay, transfers and account access
- ☐ E-statements and self-service account tools
- ☐ Fraud, phishing and identity-theft reminders
- ☐ How members can verify unexpected requests
- ☐ Safe ways to contact your credit union

BRANCH & TIMELY UPDATES

- ☐ Branch, drive-through and call-center hours
- ☐ Holiday schedules and weather notices
- ☐ New services, locations or member conveniences
- ☐ Event reminders with clear dates and next steps
- ☐ Seasonal promotions with start and stop dates
- ☐ Website, app or branch destinations for details

Script Tips

One topic per message. Write individual messages of 50 words or fewer.

Keep it current. Use start and stop dates for events, promotions, holiday hours and other timely topics.

Give members a next step. Send callers to online banking, a loan application, your website or the right team member.

Write for the ear. Use short sentences and conversational wording that is easy to understand on the first listen.