

Why Join OHMA?



Knowledge

OHMA members vary in size and experience, with new members joining each year, and some industry originators boasting 20+ years of providing On Hold services. OHMA members from around the globe meet in person once a year to discuss new opportunities and challenges that face our industry, and to share success stories. In addition to annual conferences, OHMA provides webinars throughout the year designed to help members get the most from current customers and acquire new business.

In short, OHMA membership provides access to the combined knowledge and experience of successful On Hold businesses of all shapes and sizes.

Accreditation

Full-membership in OHMA provides you the opportunity to utilize the OHMA logo on your website and other marketing channels. OHMA members regularly promote the importance of OHMA accreditation to current and prospective clients. As a result, OHMA members often have an advantage when competing with non-OHMA members for new business. It is not uncommon for larger prospects to include questions pertaining to OHMA membership in RFP's.

Manufacturer and Installer Relationships

The marketplace you serve as an On Hold Messaging provider is constantly evolving. OHMA members have intimate access to a variety of vendors working to help you keep pace with these changes. Whether it's innovative solutions for VoIP telephone systems or developing better ways to deliver content to your clients, these vendors have a vested interest in providing OHMA members the tools necessary to stay successful.

Complementary Services

OHMA provides access to opportunities for members to expand their services beyond On Hold Messaging. In the past, these services have included Scent Marketing, Digital Signage, Web-related services, and more. In addition, OHMA holds its annual conferences in conjunction with the International Business Music Association (IBMA). Many OHMA members have developed new revenue streams by incorporating one or more of these ancillary service offerings.