



## **Small to Mid-sized Businesses Reap the Benefits of Advanced Communications' Customer Centric Programs**

### *Company Reports Strong Customer Satisfaction Levels By Bucking the Trend of Scaling Back in a Down Economy*

MORRISTOWN, TN — March 18, 2009 Advanced Communications, an industry leader in business communications, announced today that the area's small to mid-sized businesses are reaping the benefits from customer centric programs that the company deployed over the years. A number of innovative programs were designed by Advanced Communications to continually enhance satisfaction levels, especially during recessionary periods. While most companies cut back services and technology solutions, Advanced Communications is expanding to help organizations increase profitability and employee productivity.

A few years ago Advanced Communications conducted a thorough needs analysis of their customer base and found that companies were interested in learning more about the latest developments in communications, find creative ways to reduce costs, and obtain a better understanding of how to efficiently utilize technology to grow their organizations. However, these same companies didn't have the means, resources, or expertise to stay at the forefront of advancements in technology. As a result the Customer Advocate Department was born. Today, Advanced Communications' Customer Advocates educate companies about technologies that they haven't currently adopted that could greatly benefit their business. Some examples of these technologies include Voice over Internet (VoIP), SIP Trunking, call accounting, web and audio conferencing, and GPS tracking systems for vehicles.

Another Advanced Communications program where businesses are reaping

the benefits is in managed IT services. Essentially, Advanced Communications' customers outsource the management of their data network and infrastructure so they can focus all of their energy on their core competency. Running an efficient network is not easy, especially with the convergence of voice and data. Too often companies are caught up in day-to-day operations that mission-critical network maintenance and security management get overlooked. Unfortunately, most businesses do not have the resources to properly maintain, support, and keep their network up to date. Offloading this function to an expert like Advanced Communications helps companies concentrate on growing their business.

In today's environment, budgets for most businesses are extremely tight. A program that has become vastly popular is Advanced Communications' Current Technology Assurance Plan (C-TAP). C-TAP's two most important objectives are to eliminate technology's obsolescence through refresh, while providing a true cost of ownership. Rather than paying cash up front for a depreciating asset like technology, companies pay a fixed monthly cost that is recorded in an operating budget. This enhances the financial health from both tax and budgeting standpoints. The cost is a known entity and customers on C-TAP never receive another invoice. Included in C-TAP are all of the professional services that Advanced Communications offers.

"Our dedication to developing customer centric programs that drive satisfaction has enabled us to envision and prepare for market trends before they even occur," said Terry Fishburn, President of Advanced Communications. "Creating programs like customer advocacy, managed IT services, and C-TAP help companies change the way they do business, allow them to conserve

cash, and give them affordable access to new technology. Historically, customer service for most companies dramatically declines during a recession. I'm proud to say that our customers experience the exact opposite."

### **ABOUT ADVANCED COMMUNICATIONS**

Advanced Communications, Inc. is a full-service, telecommunications company serving customers throughout East Tennessee. Since 1985, Advanced Communications has experienced strong, continual growth as the company evolved into the region's telecom leader. The company is dedicated to providing businesses of all sizes with innovative technology solutions that increase profitability, enhance employee productivity, and give them a competitive advantage in their marketplace.

Advanced Communications offers an array of voice and data solutions from industry leading manufacturers including Toshiba, ShoreTel, and ESI. Additionally, Advanced Communications provides businesses with a variety of comprehensive Partner Protection Plans designed to ensure quality system performance and exceptional technical support delivered by factory certified and highly skilled technicians. Advanced Communications also provides connectivity services as an Authorized AT&T Solutions Provider. For over twenty years, Advanced Communications has offered services 24 hours a day, 7 days a week with emergency service guaranteed within 2 hours. For more information about Advanced Communications call (423) 586-8624 or visit [www.aci-tn.com](http://www.aci-tn.com).