



Small to Mid-sized Businesses Reap the Benefits of The Telephone Man's Customer Centric Programs

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

HARRISONBURG, VA — March 18, 2009 The Telephone Man, 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 The Telephone Man to continually enhance satisfaction levels, especially during recessionary periods. While most companies cut back services and technology solutions, The Telephone Man is expanding to help organizations increase profitability and employee productivity.

A few years ago The Telephone Man 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, The Telephone Man's 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 The Telephone Man program where businesses are reaping

the benefits is in managed IT services. Essentially, The Telephone Man's 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 The Telephone Man 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 The Telephone Man's 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 The Telephone Man 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 Walter Carr, president of The Telephone Man. "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 THE TELEPHONE MAN, INC.

The Telephone Man, Inc. has been providing excellence in communications since 1993. The company's foundation is built on honesty and integrity and its goal is to exceed the expectations of every customer.

The Telephone Man employs highly talented telecommunications professionals that are factory trained and certified on all products the company offers. The company's marketing team acts in a consultative manner through extensive evaluation of every customers' communications systems and provides solutions that help increase efficiency, improve profitability, and give businesses a competitive advantage in their marketplace. The Telephone Man's engineers design communications networks that serve organizations now and well into the future.

The company has partnered with nationally recognized telecommunications manufacturers such as NEC and IBM to provide equipment that meet customer needs. The Telephone Man's service department is available 24 hours a day, 7 days a week to ensure continued satisfaction.

A telecommunication system is the core of every business and The Telephone Man is dedicated to keeping companies connected so they can provide excellent customer service to their clients. For more information on The Telephone Man, Inc., please call (540) 432-1385 or visit us at www.ttmol.com.