



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

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

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

A few years ago Telewire 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, Telewire'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 Telewire program where businesses are reaping the benefits is in managed IT services. Essentially, Telewire'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 Telewire 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 Telewire'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 Telewire 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 Bryan Murfree, president of Telewire. "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 TELEWIRE, INC.**

Telewire is a locally owned and operated telecommunications company specializing in the communications needs of the Delmarva business community. The company offers a broad range of voice and data services, as well as the latest innovations in office equipment. Telewire has established strategic partnerships with a spectrum of leading edge business system providers such as Inter-Tel, Mitel and Sprint, enabling the company to deliver the most advanced applications, including: Multi-Node Networking, IP Telephony, Unified Messaging, Interactive Voice Response and Voice Mail Integration. With over 20 years of experience in the telecommunications industry, Telewire has the resources and expertise to find multiple solutions for any business problem. Regardless of the size of business, Telewire can design a system which is efficient, user-friendly and cost-effective.

For more information on Telewire, please call (410)749-2355 or visit [www.telewire-inc.com](http://www.telewire-inc.com).