

Phones Plus launches customer advocacy department

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New Berlin-based Phones Plus, Inc. announced it has developed a new department to provide current and prospective customers with a higher level of service and satisfaction. The Customer Advocate Department will help businesses of all sizes take advantage of leading communications technology to increase profitability, enhance productivity and give them a competitive advantage in their marketplace, according to Thomas Sodemann, vice president of the firm. The company's new department will assist customers using emerging technologies such as Voice over Internet Protocol (VoIP), call accounting, Web and audio conferencing, GPS tracking systems for company vehicles, voice recognition, and digital surveillance systems. "We conducted a thorough needs analysis of our vast 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," Sodemann said. "Technology is changing so rapidly that in order to remain competitive, one has to adapt and maximize it to the fullest extent or they may not be around tomorrow."