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Small to Mid-sized Businesses Reap the Benefits of Phones Plus' **Customer Centric Programs**

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

NEW BERLIN, WI — May 27, 2009 Phones Plus, 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 Phones Plus to continually enhance satisfaction levels, especially during recessionary periods. While most companies cut back services and technology solutions, Phones Plus is expanding to help organizations increase profitability and employee productivity.

A few years ago Phones Plus 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, Phones Plus' 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 Phones Plus program where businesses are reaping the benefits is in managed IT services. Essentially, Phones Plus' 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 Phones Plus 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 Phones Plus' 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 Phones Plus 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 Thomas Sodemann, Vice President of Phones Plus. "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 PHONES PLUS, INC.

Since 1981, Phones Plus has committed to establishing lasting business relationships with our clients. Phones Plus offers innovative voice, video, and data networking solutions that increase our clients' profitability and gives them a competitive advantage in their marketplace. Phones Plus recognizes the critical need for a communications company that combines leading technology with top-quality service and support. Our mission is to provide exceptional value through managed services that eliminate technological obsolescence, ensure a fixed cost for our business partners, and maximize the profits, productivity, image, and competitive advantage of those partners. Highly trained and motivated professionals give you measurable results.