



Mark Worster  
President

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

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

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

A few years ago Unitel 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, Unitel'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 Unitel program where businesses are reaping the benefits is in managed IT services. Essentially, Unitel'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 Unitel 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 Unitel'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 Unitel 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 Mark Worster,

president of Unitel. "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 UNITEL, INC.**

Unitel is a (22) year old provider of state-of-the-art technology consulting and communication systems designed to increase profitability or provide a competitive advantage. Their product portfolio ranges from consultative technology planning to telephone systems, network hardware and technology support. Unitel delivers solutions using industry certified technical professionals dedicated to client satisfaction. Unitel's clients include every type and size of business imaginable including construction, architects, software developers, biotech, non-profit and many other types of businesses. Whatever product or service needed Unitel or their customers can provide a solution.

In addition to on site systems Unitel provides valuable assistance in managing services that connect a business to the outside world. Their expertise in working with these companies allows you to focus on your core business and not on your communications system.

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