



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

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

EUGENE, OR — June 25, 2009 Best Tel, 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 Best Tel to continually enhance satisfaction levels, especially during recessionary periods. While most companies cut back services and technology solutions, Best Tel is expanding to help organizations increase profitability and employee productivity.

A few years ago Best Tel 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, Best Tel'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 Best Tel program where businesses are reaping the benefits is in managed IT services. Essentially, Best Tel'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 Best Tel 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 Best Tel'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 Best Tel 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 Gary Gonzalez, President of Best Tel. "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 BEST TEL, LLC**

Gary Gonzalez and his business partner's, Dennis Poulin, Chuck Whiteley and Tamara Gonzalez, are owners of Best Tel LLC, a member of the Technology Assurance Group (TAG). Best Tel has built a team of professional voice and data specialists dedicated to the highest levels of customer support. Best Tel's pattern of steady growth reflects their commitment to keeping pace with the constantly evolving telecommunications technology arena, and the dramatic expansion of the Pacific Northwest's business market. With offices located along the I-5 Corridor in Portland, Eugene, and Medford, Best Tel is uniquely positioned to respond quickly and effectively to a wide range of customer equipment and service requirements. For more information on Best Tel, please visit [www.callbesttel.com](http://www.callbesttel.com).