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

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

ENGLEWOOD, CO — June 25, 2009 Teleco of the Rockies, 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 Teleco of the Rockies to continually enhance satisfaction levels, especially during recessionary periods. While most companies cut back services and technology solutions, Teleco of the Rockies is expanding to help organizations increase profitability and employee productivity.

A few years ago Teleco of the Rockies 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, Teleco of the Rockies' 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 Teleco of the Rockies program where businesses are reaping the benefits is in managed IT services. Essentially, Teleco of the Rockies' 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 Teleco of the Rockies 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 Teleco of the Rockies' 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 Teleco of the Rockies 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 Jeff O'Neill, VP of Business Development of Teleco of the Rockies. "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 TELECO OF THE ROCKIES**

Teleco of the Rockies is the nation's most customer-oriented business telephone and data communications company. The company's goal is maximum customer satisfaction through total customer service. Teleco of the Rockies provides its customers with a variety of telecommunications solutions including VoIP, traditional PBX, and pre-owned equipment, which are serviced by Factory Certified technicians. Customers are thoroughly trained in every component of their system by a highly experienced customer service team. Founded in 1983, Teleco of the Rockies has offices in Denver and Fort Collins. The company maintains a national footprint through its national services network supporting businesses throughout the United States. For more information on Teleco of the Rockies, call 303-790-8700 or visit [www.telecorockies.com](http://www.telecorockies.com).