



John Puma  
Vice President of Sales

## **Small to Mid-sized Businesses Reap the Benefits of Connect it Networks' Customer Centric Programs**

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

MONTREAL — April 28, 2009  
Connect it Networks, 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 Connect it Networks to continually enhance satisfaction levels, especially during recessionary periods. While most companies cut back services and technology solutions, Connect it Networks is expanding to help organizations increase profitability and employee productivity.

A few years ago Connect it Networks 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, Connect it Networks' 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 Connect it Networks program where businesses are reaping the benefits is in managed IT services. Essentially, Connect it Networks' 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 Connect it Networks 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 Connect it Networks' 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 Connect it Networks 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 John Puma,

vice president of sales of Connect it Networks. "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 CONNECT IT NETWORKS**

Connect it Networks was founded in response to the ever-growing demands of companies seeking the latest in technology enhancements, more exclusive handling of their particular needs and, above all, a superior level of confidence in the support and maintenance of their communication infrastructures.

Connect it Networks is a professional organization, a Canadian-owned corporation specializing in providing the latest available technology, with the help of highly skilled specialists dedicated to providing Excellence in Execution to the North American market as a whole. Our Mission: Connect it Networks is dedicated to the "Highest Level of Customer Experience" delivered with a sense of Passion, Friendliness, Individual Pride and Company Spirit.

For more information on Connect it Networks please call 1-877-744-0756 or visit [www.connectitnet.com](http://www.connectitnet.com).