



## **Communications Technologies Incorporated Develops Customer Advocate Department to Provide Valued Customers with an Even Higher Level of Service and Satisfaction**

*Customer Advocates to Help Businesses Take Advantage of Leading Technology to Increase Profitability and Give Them a Competitive Advantage*

BURTON, MI — September 28, 2010 — Communications Technologies Incorporated, an industry leader in telecommunications, announced today that the company has developed a new department to provide current and prospective customers with an even higher level of service and satisfaction. The Customer Advocate Department will help businesses of all sizes take advantage of leading communications technology to increase profitability, enhance productivity, and give them a competitive advantage in their marketplace.

“We conducted a thorough needs analysis of our vast 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,” said Jeff Allen, President of Communications Technologies Incorporated. “This attitude is very different than recent years when executives were only concerned with plugging in the equipment and letting them run on their own. Technology is changing so rapidly that in order to

remain competitive one has to adapt and maximize it to the fullest extent or they may not be around tomorrow.”

The mission of Communications Technologies Incorporated’s Customer Advocate Department is to engage the telecommunication company’s customers and proactively make them aware of technologies that they haven’t currently adopted which could greatly benefit their business. Some examples of these technologies include Voice over Internet (VoIP), call accounting, web and audio conferencing, GPS tracking systems for company vehicles, voice recognition, and digital surveillance systems. Through its strategic partnerships with leading industry providers like ConferTel, Fleet Boss, Ultimate Software, and WMG Security Systems, Communications Technologies Incorporated can easily coordinate and implement numerous solutions, which in most cases will have an immediate impact on the performance of any company. Each Customer Advocate will communicate critical information via online technology seminars, ongoing email newsletters, and one-to-one communication.

“We strongly believe that our Customer Advocate Department will keep our customers educated on an ever changing technological environment and enhance the performance of their business,” added Mr. Allen. “Our objective is to assist our customers in bridging the gap to technology and design a game plan to successfully implement it within their

companies. Our success depends on those businesses we serve and I feel it is Communications Technologies Incorporated’s duty, as their strategic telecommunications partner, to provide an avenue that will help them experience significant success.”

### **ABOUT COMMUNICATIONS TECHNOLOGIES INCORPORATED**

Communications Technologies, Inc. (CTI) is an independently, locally owned voice and data communications company serving Michigan businesses for over 20 years. CTI is a one-source solution for ordering dial tone and high-speed Internet, providing voice and data cabling, and installation and support of business telephone systems and computer networks. The company takes a consultative approach to its customers’ needs and makes recommendations based on over 100 years of combined experience and expertise. CTI actively supports the community through its involvement with non-profit and other charitable organizations. CTI’s goal is to add value, differentiate its services, and deliver strategic technologies with integrity and innovation resulting in the highest level of customer profitability, satisfaction and competition advantage. For more information about CTI please call 800-860-6910 or visit [www.commtechinc.us](http://www.commtechinc.us).