



## **Small to Mid-sized Businesses Reap the Benefits of Integrated Network Solutions Inc.'s Customer Centric Programs**

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

Savannah, GA — June 26, 2012 Integrated Network Solutions Inc., 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 Integrated Network Solutions Inc. to continually enhance satisfaction levels, especially during recessionary periods. While most companies cut back services and technology solutions, Integrated Network Solutions Inc. is expanding to help organizations increase profitability and employee productivity.

A few years ago Integrated Network Solutions Inc. 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, Integrated Network Solutions Inc.'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 Integrated Network Solutions Inc. program where businesses are reaping the benefits is in managed IT services. Essentially, Integrated Network Solutions Inc.'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 Integrated Network Solutions Inc. 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 Integrated Network Solutions Inc.'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 Integrated Network Solutions Inc. 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 Richard Neal, President & CEO of Integrated Network Solutions Inc.. “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 INTEGRATED NETWORK SOLUTIONS INC.**

Integrated Network Solutions Inc. (INS) is a Savannah, Georgia based converged technology company. INS was

incorporated in 1990 to provide high quality, cost-effective voice and data services with an emphasis on mutually beneficial business relationships. INS’ unique approach to the technical service business allows us to tailor the right mix of services to most effectively meet your needs.

For more information on INS, call (912) 966-5470 or visit us at [www.phonesav.com](http://www.phonesav.com).