



Small to Mid-sized Businesses Reap the Benefits of Voice Smart Networks'

Customer Centric Programs

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

VENTURA, CA — March 18, 2009 — Voice Smart 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 Voice Smart Networks to continually enhance satisfaction levels, especially during recessionary periods. While most companies cut back services and technology solutions, Voice Smart Networks is expanding to help organizations increase profitability and employee productivity.

A few years ago Voice Smart 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 Voice Smart Networks developed a unique marketing program designed to educate customers on a regular basis. Voice Smart communicates information on new technology to its customers via email marketing, webinars, and lunch and learns. 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 Voice Smart Networks program where businesses are reaping the benefits is in managed IT services. Essentially, Voice Smart 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 Voice Smart 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 Voice Smart 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 Voice Smart 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 Mark Wadnizak, president of Voice Smart Networks. "Creating programs like customer education, 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 VOICE SMART NETWORKS

Founded in 1982, Voice Smart Networks is committed to establishing and maintaining a dynamic partnership with every customer. Extensive technology and service experience allows Voice Smart Networks to team up with industry leading manufactures such as Mitel, ShoreTel, and Inter-Tel to develop an understanding of each customer's unique telecommunications requirements, and in turn, custom design solutions that increase their customer's profitability and make their customer's more competitive within their own industry. For more information and to discuss "real case scenarios" please call 800-500-2696 or visit us at www.voicesmartnetworks.com.