



Small to Mid-sized Businesses Reap the Benefits of Republic Voice & Data's Customer Centric Programs

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

TAMPA, FL — March 18, 2009 Republic Voice & Data, 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 Republic Voice & Data to continually enhance satisfaction levels, especially during recessionary periods. While most companies cut back services and technology solutions, Republic Voice & Data is expanding to help organizations increase profitability and employee productivity.

A few years ago Republic Voice & Data 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, Republic Voice & Data'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 Republic Voice & Data program where businesses are reaping the benefits is in managed IT services. Essentially, Republic Voice & Data'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 Republic Voice & Data 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 Republic Voice & Data'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 Republic Voice & Data 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 Donna Arsenault, president of Republic Voice

& Data. "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 REPUBLIC VOICE & DATA

Republic Voice & Data was founded in 1988 when a group of telecommunications professionals recognized a glaring deficiency in the marketplace for leading-edge technology, top quality service, top-notch customer support, and application solutions to the ever-changing marketplace. Since 1988, Republic Voice & Data has built a team of highly professional telecommunications personnel who support its customer base in the Central Florida area.

At Republic Voice & Data, we are serious about our responsibility as your telecommunications partner and understand that we play a major role in your successful communications with your customer. Republic Voice & Data's written guarantee means that it guarantees 100 percent satisfaction or your money back - no questions asked - within 30 days of installation. At Republic Voice & Data, we stand behind our products, training and service. For more information on Republic Voice & Data, call (813) 984-0800 or visit www.republictelecom.com.