



John Zeller
President/CEO

Small to Mid-sized Businesses Reap the Benefits of ATS Communications' Customer Centric Programs

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

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

A few years ago ATS Communications 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, ATS Communications' 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 ATS Communications program where businesses are reaping the benefits is in managed IT services. Essentially, ATS Communications' 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 ATS Communications 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 ATS Communications' 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 ATS Communications 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 Zeller, President/CEO of ATS Communications. "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 ATS COMMUNICATIONS

ATS Communications is a leading telecommunications solutions provider of communications equipment and services. ATS has expertise on a complete range of equipment and services that serves small to medium size enterprises with a single location or multiple sites. For over 30 years, ATS Communications has recommended, installed and supported communications solutions that provide business customers with maximum capability and productivity. ATS has gained an excellent reputation in the telecommunications industry and has been recognized for outstanding performance multiple times by several of their strategic partners. Additionally, ATS has been identified as one of the Top 25 East Bay telecommunications companies by a leading publication six years in a row. These credentials have allowed ATS to grow to serve thousands of businesses throughout the greater Bay Area and Northern California. ATS has three offices located throughout Northern California including Concord, Sacramento and Redding. For more information, call our corporate office in Concord at (925) 602-1500 or visit www.atscommunications.com.