



Small to Mid-sized Businesses Reap the Benefits of Cascade Telecommunications'

Customer Centric Programs

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

BEND, OR —September 30, 2009 Cascade Telecommunications, 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 Cascade Telecommunications to continually enhance satisfaction levels, especially during recessionary periods. While most companies cut back services and technology solutions, Cascade Telecommunications is expanding to help organizations increase profitability and employee productivity.

A few years ago Cascade Telecommunications 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, Cascade Telecommunications' 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 Cascade Telecommunications program where businesses are reaping the benefits is in managed IT services. Essentially, Cascade Telecommunications' 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 Cascade Telecommunications 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 Cascade Telecommunications' 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 Cascade Telecommunications 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 Allan Clack, President of Cascade

Telecommunications. "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 CASCADE TELECOMMUNICATIONS, INC.

Cascade Telecommunications is locally owned and operated and is Central Oregon's business owner's first choice for over 16 years. Cascade Telecommunications goal is to provide each client a custom designed telecommunications solution that not only enhances their customer's experience, but also provides increased profitability and a competitive advantage. Cascade Telecommunications is a single source contact for all voice, data, and video needs.

Cascade Telecommunications provides industry-leading products with Factory Certified Technicians, Sales and Customer Service Staff, to ensure customer satisfaction by maximizing system performance.

Cascade Telecommunications provides around the clock service to ensure system reliability with the mission critical nature of the telecommunications. Cascade Telecommunications offers comprehensive service 24 hours a day, 7 days a week and emergency service guaranteed within 1 hour.

For more information on Cascade Telecommunications, call 541-388-5158 or visit www.cascadetel.com.