

BUSINESS SOLUTIONS

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SOLUTIONS



Advertising on HTC Digital Cable is a cost-effective way to target your customers



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BUSINESS SOLUTIONS

Thanks for your positive response to our first issue of Business Solutions in February. We're glad you found the articles to be helpful, and we're excited about bringing you more ideas and information throughout 2007.

This spring is an excellent time to explore new ways to enhance your business connections both inside and outside your company. How can you communicate more effectively? How can you sell more efficiently? How can you improve employee performance? With technology changing so rapidly, yesterday's approaches may no longer be the best ones. Business Solutions will help you stay updated on successful communications solutions now being used by a variety of businesses, and will highlight the opportunities provided by HTC's expanding list of products and services.

In this May issue, we take a look at cable TV from two different angles – as a highly targeted and effective advertising medium, and as a source of entertainment for patients or customers in waiting rooms. We also cover HTC's moneysaving ProVoice phone bundle for businesses, give you tips to improve customer service, discuss the advantages of letting HTC E²IT design your network, and review hot topics in telecommunications today.

As always, if you have any questions about the topics covered in Business Solutions or need assistance with your communications systems, just give HTC a call. Our job is to help you do your job better.

Sincerely,

Tom Vitt

Director of Marketing



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POSTMASTER

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Talk Savings With ProVoice

Save with a local and long distance business bundle

Does your business have 3-8 phone lines? You could start saving money on your phone services each month by switching to the ProVoice bundle from HTC.

Specifically designed to meet the needs of small- to medium-sized businesses, the ProVoice bundle combines local and long distance calling with voice mail and other calling features for a discounted monthly cost. The ProVoice bundle costs just \$124.95/month and includes all these services:

- 3 HTC Business Phone Lines
- Unlimited local calling within Horry and most of Georgetown counties
- 1,000 long distance minutes
- Voice Mail Plus (Call Forward Busy Line/ Don't Answer)
- Caller ID Name and Number Delivery
- Remote activation of Call Forwarding, Variable Call Forwarding, and Hunt
- Free installation with a 12-month commitment

With the ProVoice bundle, a business could save up to \$90.90/month for 3 lines.

Each additional line (over 3 and up to 8) costs \$39.95/month and includes 200 long distance minutes and the same calling features listed above. To help you manage your phone costs more precisely, PIN code and detailed

billing are also available for \$10/month. No special equipment is required to take advantage of ProVoice bundles. A business does not need to have a high speed Internet connection as ProVoice uses reliable, traditional telephone lines. All lines must be in one geographical location and on a single statement for billing purposes.

"Businesses really like the 'bucket' of long distance minutes that's included, as well as the free installation."

Linda Hardwick of HTC Business Sales says customer response to the ProVoice bundle has been great. "Businesses really like the 'bucket' of long distance minutes that's included, as well as the free installation," notes Hardwick. "Plus, they appreciate the fact that it's easy to add additional phone lines as their business grows."

If your business has more than 8 lines, HTC recommends a consultation with a Business Services Account Executive to be certain you're receiving the best solution. If you now have just 2 lines, you may want to consider adding another one – customers that go from 2 to 3 lines and choose the ProVoice bundle will save up to \$38.95/month.

To start talking savings, call a member of the HTC Business Services team at (843) 839-2651.

Taxes and fees not included.

Phone Tips to Improve Customer Service

Every time a customer calls, it's an opportunity to reinforce and grow the relationship. Take a look at these tips recommended by customer service experts:

1. Carefully consider the content of your company's standard phone greeting. Is it concise, helpful, and friendly?
2. Always tell your customer what you CAN do for them. Don't begin your conversation by telling them what you CAN'T do.
3. Call the customer by name. Personal atten-

tion makes customers feel valued.

4. Listen attentively. You don't want to ask a busy or stressed customer to repeat what they said.
5. At the end of calls, remember to ask your customers, "Is there anything else I can do for you?" Taking the time to ask this question often results in increased sales as well as a more committed customer.
6. In cases of problem resolutions, re-contact the customers later to make certain that everything was handled in a satisfactory manner.



Digital Cable is Right on Target

Precision reach delivers better advertising value

Successful advertising depends on reaching the right audience with the right message at the right time. If you're looking for an efficient and cost-effective way to reach your customers, look no farther than HTC Digital Cable.

Sandy Hendrick, HTC Marketing Supervisor, believes HTC Digital Cable offers area businesses a powerful combination of advertising advantages. "With our cable channels, targeting the perfect customer is easy and can be done by demographic criteria such as age and gender, and by customer interests." Hendrick adds, "Since cable advertising is also local, it can be targeted by geographic location as well. And HTC Digital Cable provides a much more affordable means of advertising compared with purchasing broadcast advertising, which may deliver your message to customers that can't conveniently reach your business. With local cable advertising, you can confine your advertising dollars to reach customers that live close to your business." He stresses that even small businesses can afford to advertise on HTC Digital Cable with a carefully chosen media schedule.

Depending on the specific needs of your promotion, your business can select advertising placement on some of the best TV programs on the air today including sports,

original series and movies, weather and news. Ad-supported cable ratings have continued to grow over the last few years, surpassing broadcast in the most highly sought after 18-49 age group. What's more, cable continues to make large investments in their programming to attract new viewers.

"... even small businesses can afford to advertise on HTC Digital Cable with a carefully chosen media schedule."

According to the American Marketing Association's Television Bureau of Advertising, more adults learn about products from television (52%) than all other forms of media combined. Cable viewers also tend to have a more upscale audience skew, buy more products, and spend more on their purchases. Some of the top advertising categories today include: Automotive, Financial, Restaurants, Telecommunications, Retail, Government, and Insurance and Real Estate.

Another strength of cable advertising is its creative versatility. A TV commercial (unlike a radio spot) is able to use sight, color, and motion as well as sound. Which means your business can more effectively describe your products/services and clearly demonstrate their usage. Emily Hardesty at Intellistrand, the company that manages advertising sales for HTC Digital Cable, assures new advertisers that it's easy to turn a sales message into a powerful 30-second commercial. "Intellistrand provides turnkey video production services from concept to completion," says Hardesty, "and our experienced advertising staff will walk you through the process step by step. Client involvement is very important to the success of the commercial."

To begin a more targeted approach to your advertising through the use of HTC Digital Cable, contact Emily Hardesty at Intellistrand by calling 843-839-1456, extension 233.





Patients and Customers Appreciate Entertainment

Watch what happens when you add HTC Digital Cable

Has your lobby's waiting room turned into a "bored" room? Have your patients run out of patience? Or are your employees hungry for entertainment while they eat their lunch? HTC Digital Cable could be just the solution. HTC Digital Cable delivers sharp and reliable service featuring a wide variety of news, music, and entertainment programming. Add cable to your lobby or waiting area and watch your business benefit in several ways.

First, busy people see their time as valuable and want to make the most of it. If patients need to wait for medical appointments, for instance, they will appreciate being able to use that time to watch the news. By supplying the option of high-quality television in a waiting room, it demonstrates your office's thoughtful concern for patients and their families.

Sandy Hendrick, Marketing Supervisor for HTC, says most businesses that get HTC Digital Cable choose Cable Basic and Plus, which includes 62 channels of cable networks and local broadcast stations. This package does not require any additional equipment besides the customer's television.

"If businesses want to pursue additional cable offerings for their lobby," notes Hendrick, "they can subscribe to our Music Choice package for an additional \$19.95 per month plus the cost of a set-top box. The Music Choice package allows businesses to select from 46 CD-quality music channels to play in their workplace. The \$19.95 cost covers copyright fees and allows business to legally play this music in public areas."

"If patients need to wait for medical appointments, for instance, they will appreciate being able to use that time to watch the news."

Interested in providing HTC Digital Cable at your business? Find out more by visiting www.htcinc.net or calling 365-2155.



Hot Topics in Telecommunications

Where are things headed in the telecommunications industry? Here's a quick overview:

Bandwidth is Increasing

Internet bandwidth is the transmission speed or throughput of your connection to the Internet. The market is demanding increased bandwidth to reduce the amount of time spent downloading and uploading.

Policymakers are Debating

Net neutrality has emerged as a key issue in the larger discussion of Internet regulation. On January 9, 2007, the Internet Freedom Preservation Act was introduced, which would prevent broadband providers from “discriminating against Internet content, applications, or services and require them to offer stand-alone broadband service not bundled with video or voice.” The bill is currently with the Commerce, Science and Transportation Committee.

Big Companies are Consolidating

Consolidation is the name of the game among communications companies as cable, phone, and Internet providers join forces. Intensive competition exists in this industry, which is generally good news for customers in terms of price and selection. However, one thing to keep in mind is support – make sure the company you are doing business with will still be there at the end of year to meet your needs.

Technology is Changing

In the coming years, businesses as well as individuals will demand increased interaction, mobility, and customization of technology solutions. The challenge faced by our industry will be to educate employees and the marketplace as quickly as new technology is being developed.

A Cisco Premier Certified Partner

HTC's customer needs are significantly more complex today than in past years, and the rapid evolution of technology will continue to accelerate the demand for sophisticated networks. As a Cisco



Premier Certified Partner, HTC extends our capabilities to provide integrated networking solutions by taking advantage of Cisco's unique portfolio.

To earn the Cisco Premier Certified Partner status, HTC had to successfully complete a series of nine tests in the technical and sales area. This included earning

a CCNA (Cisco Certified Network Associate) that allows HTC to install, configure and operate LAN, WAN, and dial access services for small networks. The CCDA (Cisco Certified Design Associate) certification prepares HTC to design routed and switched network infrastructures for large businesses and organizations. HTC also achieved the Express Foundation Specialization, the first technology specialization that integrates key solutions for Cisco routing, switching, wireless, and security products. Our achievement of Express Foundation Specialization is critical to help our customers build an intelligent network that supports the integration of critical related technologies.

Why Choose HTC E²IT for Network Design?

There's a world of experience at HTC

Your business is growing and you need to update your voice and data networks. Perhaps you have multiple locations to be connected, or require a higher level of Internet speed and reliability. Why choose HTC E²IT to provide these network solutions?

Rick Rush, one of the HTC E²IT experts, says there are several answers to that question. "I think we offer a very strong combination of skill, experience, versatility, and technology – all right here at home. With HTC, you really do get world-class services from a hometown company."

Rush cites the following major strengths that HTC E²IT brings to network design:

Skilled and Experienced Staff

HTC E²IT brings together a staff of highly skilled people with a combined 88 years of experience, so your business has a deep pool of resources to call upon. We consistently keep skill sets at the forefront of our industry through participation in training and certification programs. Some of our specific certifications include: CISCO: CCNP, CCNA, CCDA; Microsoft MCP; and GIAC Security: GCFW, GCSC.

Diverse Industry Knowledge

Our clients come from a wide range of industries including municipalities, hospitals, banks, government, health care, financial, real estate, and hospitality. Because of this experience, we have the knowledge to meet the industry-specific networking needs of different companies. HTC E²IT also works with businesses of all sizes, from a three-person law office to a multiple-location hospital system to local municipalities.

Complete Range of Services

When it comes to networks, HTC E²IT does it all. Come to us for design, installation, support, monitoring, and maintenance services. Depending on your needs, we'll develop voice and data solutions that may include Local and Wide Area Networks (LAN and WAN), a data center, security devices such as firewalls, wireless infrastructures

for indoor and outdoor use, and phone systems (either traditional PBX and key systems or IP enabled). This start-to-finish capability maximizes network efficiency and streamlines service. After all, who better to help you design your network than the company that provides the circuits? By purchasing these from HTC, you don't have to worry about what portion of your network needs attention. If you complete the solution with us, you can be sure you're calling the right company when it comes time for an upgrade or repair.

"... your business has a deep pool of resources to call upon."

Local, Well Established Company

When you deal with HTC, you're dealing with a 50-year-old hometown company. Unlike a national provider that comes to town for installation and then leaves you with just phone support, we're here to service what we design and install.

Could your business benefit from a custom-designed voice and data network? For an appointment with the HTC E²IT experts, contact us at HTCE2IT@htcinc.net or call 369-E2IT (369-3248).





RECOMMENDED USAGE:

**APPLY LIBERALLY TO WORRY LINES
CREATED BY NETWORK UNRELIABILITY.**

Constant worry about the reliability of your network making you old before your time? HTC Business Solutions can help. With our experience, advanced technology and all-round network know-how, we can solve even the most complicated problems and make your network trustworthy again. And smooth that furrowed brow in no time. Call 843-369-DATA today and relax.



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