



George Brindley Jr  
COO

## **NuSound Telecommunications Develops Customer Advocate Department to Provide Valued Customers with an Even Higher Level of Service and Satisfaction**

*Customer Advocates to Help Businesses Take Advantage of Leading Technology to Increase Profitability and Give Them a Competitive Advantage*

WHITE PLAINS — July 28, 2011 — NuSound Telecommunications, an industry leader in telecommunications, announced today that the company has developed a new department to provide current and prospective customers with an even higher level of service and satisfaction. The Customer Advocate Department will help businesses of all sizes take advantage of leading communications technology to increase profitability, enhance productivity, and give them a competitive advantage in their marketplace.

“We conducted a thorough needs analysis of our vast 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,” said George Brindley Jr, COO of NuSound Telecommunications. “This attitude is very different than recent years when executives were only concerned with plugging in the equipment and letting

them run on their own. Technology is changing so rapidly that in order to remain competitive one has to adapt and maximize it to the fullest extent or they may not be around tomorrow.”

The mission of NuSound Telecommunications’ Customer Advocate Department is to engage the telecommunication company’s customers and proactively make them aware of technologies that they haven’t currently adopted which could greatly benefit their business. Some examples of these technologies include Voice over Internet (VoIP), call accounting, web and audio conferencing, GPS tracking systems for company vehicles, voice recognition, and digital surveillance systems. Through its strategic partnerships with leading industry providers like ConferTel, Fleet Boss, Ultimate Software, and WMG Security Systems, NuSound Telecommunications can easily coordinate and implement numerous solutions, which in most cases will have an immediate impact on the performance of any company. Each Customer Advocate will communicate critical information via online technology seminars, ongoing email newsletters, and one-to-one communication.

“We strongly believe that our Customer Advocate Department will keep our customers educated on an ever changing technological environment and enhance the performance of their business,” added

Mr. Brindley Jr. “Our objective is to assist our customers in bridging the gap to technology and design a game plan to successfully implement it within their companies. Our success depends on those businesses we serve and I feel it is NuSound Telecommunications’ duty, as their strategic telecommunications partner, to provide an avenue that will help them experience significant success.”

### **ABOUT NUSOUND TELECOMMUNICATIONS**

Founded in 1986, NuSound Telecommunications is a dynamic, market leading technology company providing voice & data network solutions for the New York Tri-State Area. The commitment to providing a thorough understanding of each client’s unique telecommunications requirement as well to exceed customer expectations for more than two decades has enabled NuSound to team up with leading manufacturers such as Panasonic, Toshiba, Avaya, Zultys, Cisco & Freedom Voice. Outstanding design, implementation, service and support, empowers their client’s to enhance productivity, increase profitability, and maintain a more competitive advantage within their own industry. For more information and to discuss "real case scenarios" please call 800-972-7271 or visit us at [www.nusound.com](http://www.nusound.com).