

## A LETTER FROM THE PRESIDENT:

On April 1st, General Communications began its 24th year in business, and the day also marks my 24th year as President of the company.

I can say that unequivocally that long-term employees like Michaela Sterling and Bruce Kamin (22 years each), Ralph Arico (18 years), Bob Hulsman and Barbara Osborn (16 years each), and Steve Flagg (10 years) have made my job a whole lot easier, enjoyable and worthwhile.

Today, each of these employees holds key management positions with our company. The knowledge they have gained over the years, plus the hard work and dedication of all the other employees and partners of General Communications ensures that we serve our clients professionally and with care.

Twenty-four years later, I am most proud that General Communications has always maintained the highest professional standards.

On behalf of all the folks at General Communications Corporation, I wish to thank you, our valued customers for your confidence and your support and we look forward to continuing the honor of serving your needs.

**Paul F. Denaro**, President

## What's New???

General Communications offers a wide variety of products, including business telephone systems, cell phones, long distance data, internet and DSL services.

### Toshiba's New Communications Server CTX-100/670

- Multiple System Networking • Remote User Access • Voice Over Internet Protocol (VoIP)
- ACD/MIS Call Center Functions • Computer Telephony Integration

### Telrad's New Unified Communications Modules

- Unified Messaging • Integrated Voicemail
- Integrated Voice Response
- Speech Recognition • Text-to-Speech Capability • Fax

Sprint and Tadiran join together to enable General Communications to offer Sprint Coral Flexicom telephone systems.

### Sprint Coral Flexicom

An advanced IP-enabled communications platform

- Enables virtually unlimited growth
- Integrated IP connectivity — maximizes local and wide area converged services.

[WWW.GENERALCOM.COM](http://WWW.GENERALCOM.COM)

Please check out our website . . . If you would like to receive an e-newsletter, log on to our website and keep an eye for upcoming changes. You can also find us at [www.gcctel.com](http://www.gcctel.com).

## GENERAL COMMUNICATIONS CORPORATION "LOYALTY PROGRAM"

Refer us to one of your clients or friends, and if we make a sale, you get a Master Card debit card, ranging from \$25 to \$100! Keep referring and we may just keep adding to it!

For information, call one of our sales representatives at **(800) 443-6372** or visit our website at [www.GCCTEL.com](http://www.GCCTEL.com).



# Customer Profile:

## NETSCOUT SYSTEMS

NetScout Systems, a leading provider of infrastructure performance management solutions headquartered in Westford, Massachusetts, has been using the General Communications' EPICCenter in its call center for over a year. The EPICCenter, a comprehensive, multimedia web-based routing and management system, is designed to control and monitor the interaction, distribution and handling activities of a Call Center/Contact Center. The system interacts with a telephone system, also provided by General Communications and Netscout's CRM and contract database management systems. The Epic Center Solution allows Netscout center managers to design and modify an

interactive routing plan which enables them to better assist their clients. Netscout's call center agents are now more prepared to assist callers because they can see caller information on their computer screens for maximum productivity.

Businesses like NetScout are interacting with their customers more frequently through multi-media communication channels like email, web chat and VoIP. The EPICCenter has enormous potential as an integrated and cost-effective solution for these companies.



### Ask the Telecom Guru

**Q:** What is "Hoy-Hoy?"

**A:** "Hoy-Hoy" is the greeting that Alexander Graham Bell wanted people to use when they first answered the phone. Fortunately (I think), his friend Thomas Edison overrode his idea with "Hello."

Clients ask us questions daily. We post some of the answers on our website to help other customers. To see some of the questions and answers please log on to our website [www.GCCTEL.com](http://www.GCCTEL.com) and go to [The Telecom Guru](#). (Bruce Kamin, Senior Account Executive with General Communications for over 22 years, is a major contributor in providing answers to questions.)

## Special Offers

### New special hourly rate for Remote Programming and On-site Service.

- ✓ Pre-purchase one 4-hour block of time for remote programming and off-site service labor and receive a discount of 10% off regular hourly rates, a savings of \$40.
- ✓ Purchase a new phone and we will provide 30 minutes of free programming or service at time of installation.
- ✓ Request a data backup of your hard drive and voice-mail configuration and save 10% on labor charge.

**FREE: Four 12' handset cords with a service call!**

**Valid through December 31, 2003.**

MENTION PROMOTIONAL CODE PFD149

