

Voice & data  
communications  
for business.

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# THE GENERAL'S LINE

SPRING 2005

The newsletter from General Communications Corporation

## A MESSAGE FROM THE PRESIDENT



In recent months, there has been extensive media coverage about Voice over Internet Protocol (VoIP), and our customers are asking us how they can benefit from this Internet-based technology.

VoIP has developed into a viable solution for business customers — especially for companies that employ a remote work force or manage multiple out-of-state or overseas locations. The primary objectives are to bypass the PSTN (public switched network).

General Communications has installed a number of VoIP systems. In fact, I was asked, early on, by one of our clients if VoIP would work for his business. To ensure that I was truthful in my response, I wanted to get first-hand feedback about our customers' experiences. I personally called every one of our VoIP customers (owners as well as

IT managers), and I am pleased to say that our customers reported that their systems were working well and their satisfaction level was high.

One of the reasons for the high satisfaction scores is that before we recommend VoIP we perform a thorough analysis of our customer's Internet bandwidth and intended use, and then we assess telephone traffic considerations and LAN/Wan components. The QOS (Quality of Service) of the VoIP protocol is significantly affected by the capabilities of system components, configuration, and architecture.

We have VoIP telephones working in our demo room as well as in various other sites. If you would like a live demo, please give us a call, and we can give you a test drive to experience first hand how VoIP can shape your future telecommunications plans. We will be happy to discuss your needs and review the options to determine if deploying VoIP is the smart decision for your organization.

**Paul F. Denaro**, President  
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## Customer Profile: GCC Helps GLSS Improve Customer Service

When Greater Lynn Senior Services of Massachusetts (GLSS) called GCC five years ago, they were having difficulty handling their growing call volume.

Headquartered in Lynn, GLSS is an organization that provides a wide range of services including two transportation programs: GLSS Vans and 'The Ride' for seniors and people who are disabled. Today, they handle more than 7,200 calls per week.

"We first analyzed how they were handling calls and what their needs were. We then recommended a telephone system that would help them serve their customers more effectively and could be expanded as their business grew," said Bruce Kamin, General Communications Account Executive.

Sprint®'s Coral FlexiCom™ system (formerly Tadiran Coral PBX) uses call-center technology to automatically distribute calls. It maximizes the number of calls that can be answered and minimizes the personnel needed to handle the volume — without sacrificing quality.

The system has powerful reporting capabilities that enable GLSS to track call volume and staff accordingly.

GCC provided training to the GLSS team, and now offers product updates, scheduled maintenance, and 24/7 emergency service.

GCC recently added Call Logging and integrated Interactive Voice Response into GLSS's existing system. Call Logging records every conversation allowing managers to monitor and review calls to ensure the highest quality customer service. Interactive Voice Response gives callers the option of scheduling rides without the assistance of an operator. If the caller needs additional information or help, the system forwards the call to a live operator.



**"We have an excellent partnership with GCC...their staff is extremely knowledgeable...I would recommend them to anyone!"** Carol Mills

"We have an excellent partnership with General Communications," said Carol Mills, MIS manager at GLSS. "Their staff is extremely knowledgeable and the system enables us to handle our growing call volume. They are also always very prompt when we need service or additional equipment. I would recommend them to anyone."

# Special Offers

## An Integrated Telecommunications Solution Yours FREE for the First Month!

General Communications has partnered with PAETEC Communications to offer local and long-distance voice lines as well as a whole suite of data-line offerings. From basic dial-tone to high-end digital trunks — call us today, and we will custom-design the right combination of services with the highest level of performance and reliability. Sign up by July 29, 2005, and your first month of service will be FREE!

call: 800-443-6372 or email: [info@generalcom.com](mailto:info@generalcom.com)

## Money Saving Offers

Save \$25 on your next service call.

Save \$50 on your next cable installation, equipment purchase, or relocation costing \$300 or more.

Please cut out the coupon and send it with your invoice and payment. One coupon per customer. Valid for service request orders received on or before July 29, 2005.

## GCC's Products and Services Can Help Reduce Your Costs, Increase Productivity, and Improve Customer Service!

Digital Systems	Voice and Data Cabling	24/7 Emergency Service
VoIP Telephone Systems	Call Center Solutions	Remote Service
Auto Attendant/ Voicemail	Call Logging/Reporting	Demo Center
Unified Messaging	Call Accounting	Service Plans
Wireless Office Systems	IVR/CTI	User Training
	Paging Systems	<b>800-443-6372</b>

## Helpful Hints from the Telecom Guru...



### Preventing Toll Fraud Can Save You Thousands of Dollars — Here's What to Watch For!

Toll fraud is a rapidly growing problem that is costing companies millions of dollars. Here are some tips on how to avoid being hacked.

Toll fraud occurs when hackers gain access to your phone system to make long distance calls in the U.S. and overseas. They can tap into your phone system in a variety of ways without you being aware there is a problem.

To avoid being hit with hefty charges, scrutinize your phone bill each month. If you don't do business in a state or foreign country, and there are phone charges to those locations, either one of your employees is taking advantage of you or you are being hit with toll fraud. Many hackers use your voicemail system as a proxy to place unauthorized toll calls. Hearing unfamiliar voices in your voicemail system may be a signal of toll fraud and should send up a red flag. In addition, if someone calls saying they are from the phone company, make sure to ask for a name and employee ID, and then verify employment with the company.

Our Call Accounting software has an outstanding feature that can email you when it detects toll fraud. This software is compatible with most telecommunications systems.

More rigorous prevention methods include periodic assessments of all communication systems programming which includes testing all typical points of access. General Communications can perform this assessment to make sure that your system has not been hacked.

**Call us, mention this article, and you'll get a 5% discount when you purchase Call Accounting software!**

Email any telephone system questions to **Bruce Kamin, The Telecom Guru** [bkamin@generalcom.com](mailto:bkamin@generalcom.com) or 800-443-6372.

