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A RAM Refresher!

Being in the service business has its advantages and disadvantages. One of the advantages is low overhead. Our heads might be filled with knowledge, but its not big enough yet to rent out a warehouse space. The disadvantage of course is that nobody can 'see' what it is that we all know.

So let's take a moment to review the service offerings of RAM and at the end take the quiz as to what you know or didn't know.

The 4 Phases to Remember

There are 4 phases to the RAM offerings:

1. Consulting
2. Ordering
3. Installing
4. Support



Consulting

This is the most important phase since this is where the *research* of the environment occurs along with a complete understanding of what you want to achieve with your telecom technology.

Next we *identify* what carrier can solve the entire solution from start to finish and we offer the assistance necessary to *select* the vendor that best fits not only the solution, but also you.

(cont'd pg 2)



Congratulations Rob & Ivanka!

There was a wedding at RAM! Our very own Rob McCoy. We extend warm wishes to you and Ivanka for a life full of happiness.

It was a wonderful wedding and reception full of family and friends coming together to celebrate two great people. Not one person walked away with a dry eye at some time in the celebration and every person laughed, danced and drank at least one vodka. It was a time to remember for Rob and Ivanka, even for all those who attended the party!



“Love doesn’t make the world go round, love is what makes the ride worthwhile.”

(cont’d from pg 1)

Ordering

We *order* all of the elements to the solution, this way we don’t lose time or make mistakes. RAM also fills out and manages the *paperwork* for the order and *tracks* the progress to completion.

If any questions arise from the provider or you, we take care of it immediately so the process continues to move along worry free.

Installing

Even though RAM does not physically install each order there’s a lot more to it than meets the eye.

Before the actual installation begins, RAM *coordinates* with you and the provider on day and time for the install. We decide if day/night is best and RAM describes what to expect. We work behind the scenes with the provider ensuring what needs to be done, who will be doing it, how long it will take, anticipating any challenge areas etc.

Then we are there most times during *installation* to either assist or ensure work gets completed the way you need. Finally, we *test* along with the provider to ensure a smooth and trouble free ‘go live’.

Support

To help recall the details of your install, we provide documentation for you to refer back to. This will always quickly and easily help you recall that day.

If there’s every a problem with your system, RAM’s Help Desk is here. Call Mario or Bob and they are very knowledgeable about your solution and types of problems that can occur.

If a problem doesn’t get fixed quickly enough or deeper problems are identified, RAM utilizes our escalation process to resolve issues as quickly and effectively as possible.

Go to Page 3 for the Quiz...

Customer Satisfaction is Priceless

Perhaps the most difficult part of a manager's job is maintaining customer satisfaction. One reason for this is the difficulty in measuring customer satisfaction.



Does customer satisfaction occur when there is a dial tone every time someone picks up a handset? Does customer satisfaction occur when calls are as clear as a face-to-face conversation? Or is customer satisfaction derived from the user's ability to do more with their phones and take advantage of new and interesting applications that VoIP phones will make possible? Or perhaps the customer is simply satisfied by low cost?

In reality, different customers are satisfied by varying combinations of all these factors. And so the manager needs to address these and other customer satisfaction items on a day-to-day basis.

So how do you put a monetary value with a qualitative metric such as "user satisfaction"? Well, you can measure it in repeat business, steadily increasing gross revenue and even in customer satisfaction surveys that indicate a loyal and happy customer base that will continue to use the service. And that's priceless. - R. Pierce Reid

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Find Out More...

Do you...

- Remember RAM performing all of these services for you? Yes No
- Can you name all 4 phases?
- What service was 'not' mentioned in the article?
- When can you reach Mario? When can you reach Bob?
- I'm interested in RAM quoting my company a price for my telephone service.
- I'm interested in learning more about RAM's Professional Services.

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