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**Joy! Communications**  
Business Telephone Systems  
& Data Cabling



Peter Engle  
President  
Joy Communications

## **Joy Communications 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*

Stuart, FL — April 25, 2005— Joy Communications, 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 Peter Engle, President of Joy Communications. “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 Joy Communications’ 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 BandTel, Ultimate Software, IPx Connect, Network Car and MG Security Systems, Joy Communications 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. Engle. “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 Joy Communications’ duty, as their strategic telecommunications partner, to provide an avenue that will help them experience significant success.”

### **ABOUT JOY COMMUNICATIONS**

Joy Communications, founded in 1982, with offices in Stuart, Tampa, and Miami, is a multi-million dollar private company with over 6,000 customers in South Florida and Tampa/St. Petersburg. Joy Communications sells and services telecom equipment including Mitel, Samsung, and Nortel, and provides data equipment and services. Joy’s service area extends from Melbourne to Key West and the Tampa/St. Pete area. Joy Communications specializes in providing quality service and support to its customers with locally based, certified technicians. For more information on Joy Communications, please call 1-800-432-3638 or visit [www.joycomm.com](http://www.joycomm.com).