



Bob Bennett
President
COMMWORLD of
Kansas City

COMMWORLD 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

KANSAS CITY, MO — April 25, 2005— COMMWORLD of Kansas City, 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 Bob Bennett, president of COMMWORLD. “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 COMMWORLD’s 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, COMMWORLD 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. Bennett. “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 COMMWORLD’s duty, as their strategic telecommunications partner, to provide an avenue that will help them experience significant success.”

ABOUT COMMWORLD OF KANSAS CITY

COMMWORLD of Kansas City has been providing superior business telephone system products and services to the Kansas City area since 1981. COMMWORLD specializes in the most reliable, high quality telecommunications products from the leaders in technology -- Toshiba, ESI, Samsung and Comdial to name a few. Bennett stated, “Customers no longer need to be frustrated with multiple contacts. Our ‘one point of contact’ concept means your business can come to COMMWORLD for full service IP connectivity, converged systems, local/long distance service, Web site provision, audio/video conference service/equipment, voice processing and more. With COMMWORLD you get the best of the best.” COMMWORLD of Kansas City is located at 6200 Main Street in Grandview, MO. For more information, call (816) 763-1100 or visit www.commworld-kc.com.