

Business Class Phone Bringing “Bundles” of Value to Small Businesses

NEW, DIGITAL TELEPHONE SERVICE LAUDED FOR QUALITY AND EFFICIENCY ACCORDING TO TWCBC CUSTOMERS

BACKGROUND

Small business owners and managers are jugglers, responsible for just about every aspect of the business – marketing, sales, customer service, finance, human resources. You name it, and it’s on their plate.

But in the end, these many duties combine to serve two primary business goals:

- Attract and retain customers
- Watch the bottom line

Small businesses rely on their communications providers to provide the tools – high-speed broadband access, reliable telephone service, Web hosting, network security, e-mail, managed file backup and storage – to help them solicit, acquire, service and retain their customers.

Top-notch communications providers also aid in achieving that often-elusive second goal if their services are cost-effective. As the pace of the Internet era has prompted successful businesses to be even more agile and price conscious, small businesses are seeing the economic and logistical benefits of “bundling” their communications services with one provider.

According to a 2006 Forrester Research report, a survey of small businesses revealed that more than 75 percent currently buy or plan to buy “bundled” telecommunications services. That survey also found that the primary reasons for doing so were vendor accountability, pricing benefits and the convenience of dealing with one company.

For years, Time Warner Cable Business Class (TWCBC) has helped small businesses focus on and achieve these dual (but often competing) goals, by offering robust, technologically-advanced, integrated and reasonably priced solutions.

“If our customers are successful, then we’re successful,” said Ken Fitzpatrick, senior vice president, Time Warner Cable Business Services. “We’re continually seeking to improve our services, and expand our product offerings, to meet the demands of a dynamic marketplace.”

THE SOLUTION

Realizing the interest in bundles and in convenient, fairly-priced telephony service, TWCBC worked to develop, test and refine a digital telephony offering designed specifically for the needs of small businesses. A differentiating feature of the TWCBC service – called Business Class Phone – is that it’s carried on the company’s robust and reliable nationwide, hybrid fiber coax (HFC) network.

This HFC network has for years served TWCBC commercial customers by delivering Internet, cable TV and security services. Adding business telephony service is a natural extension of the network’s capabilities.



“I SOUGHT THE RELIABILITY OF A LARGE MARKET LEADER, CONVENIENCE OF A SINGLE PROVIDER, EXCELLENT AND LOCAL SUPPORT, AND HIGH-QUALITY SERVICES. WITH TWCBC, I NOW HAVE ALL OF THAT AT A GREAT PRICE.”

James Aschenbrener,
Aschenbrener Law LLC

The Business Class Phone service has customized features designed to meet the specific needs of a small business. For example, Business Class Phone includes a number of vital business services, including:

- Unlimited local and long distance calling in the U.S., Canada and Puerto Rico
- One, flat monthly fee – and one bill
- Inbound/outbound call restrictions
- Three-way call transfer
- Call forwarding
- Hunting

Also, businesses switching to Business Class Phone can retain their existing phone number and directory listing -- at no extra charge. Business Class Phone meets all federally-mandated requirements by being E-911 compliant for emergency services.

According to Fitzpatrick, the ability to “bundle” Business Class Phone with other TWCBC offerings is an important quality for small business customers.

“Business Class Phone perfectly complements our existing suite of business services, making us a single option for their communications needs,” Fitzpatrick explained. “Seamlessly bundling telephony with our other communications services is extremely important to our customers, who want – and deserve – the highest quality at a fair price.”

RESULTS

The initial launch of Business Class Phone, which will be available in all 31 Time Warner Cable markets by early 2008, took place in April 2007 in Texas, New York and Wisconsin.

Numerous customers quickly made the switch to Business Class Phone, and saw immediate benefits. Here’s a sampling of feedback from three Business Class Phone customers:

Fox Cities Eye Clinic

“Seeing is Believing” is the pun-filled slogan for Fox Cities Eye Clinic, which offers state-of-the-art eye care to residents of Wisconsin’s Fox River Valley. It’s also what office manager Michelle Coates experienced, after a few months of Business Class Phone service.

“I had been looking for a new carrier, because our telephone expenses had grown out of control,” said Coates. “Now, with Business Class Phone, I have a consistent rate and savings of approximately \$150 to \$200 every month.”

Besides the cost benefit, Coates is also saving time – and avoiding headaches. “With my previous provider, I would spend hours validating the bill, and many months would find charges for things I never used and didn’t order,” she explained. “With Business Class Phone, my bill has been fair and accurate.”

Coates also spoke highly of the Wisconsin-based team that provisioned and installed Business Class Phone at Fox Cities Eye Clinic. “Their crew was very knowledgeable and worked to meet my specific requirements. The transition to Business Class Phone was seamless.”

About Time Warner Cable Business Class

Time Warner Cable Business Class, a division of Time Warner Cable (NYSE: TWC), offers a full complement of business communications tools to small- and medium-sized businesses and enterprise-sized companies. Its data, voice, video and security solutions are enhanced by award-winning customer service and local support teams. Time Warner Cable Business Class was founded in 1998, offering high-speed Internet service as Road Runner Business Class. Today, it serves more than 250,000 business customers in 31 markets.

Aschenbrener Law LLC

As an attorney, James Aschenbrener is attentive to details – in the law, and in business. So after thorough research, he determined that switching to Business Class Phone was an open-and-shut case.

In choosing a business communications provider for his Sherwood-based law firm, Aschenbrener wanted specific criteria to be met. “I sought the reliability of a large market leader, convenience of a single provider, excellent and local support, and high-quality services,” he explained. “With TWCBC, I now have all of that at a great price.”

Aschenbrener’s previous experience, with another communications provider, was less than stellar. He received no on-site installation support, a separate phone bill for each line, and charges for services he didn’t order.

“Now my phone costs are flat, and there are no surprises,” Aschenbrener added. “I am most impressed with your service people. They make you the best provider I have ever experienced.”

NU-LIFE Awards Trophies & Apparel

To Joe Reines, TWCBC deserves a gold medal for Business Class Phone.

The owner of a six decades-old awards business in Marinette, Wisconsin, Reines decided to move his business storefront just a couple of miles away, to Menominee, Michigan. The move required a change in communications providers – much to Reines’ delight.

“When I called, Time Warner Cable Business Class was able to provide me with cable and high-speed Internet service almost instantly,” Reines recalled. “They were aware I wanted Business Class Phone, too, and let me know as soon as it was available.”

Reines is pleased with the quality of Business Class Phone, as well as the entire TWCBC bundle. “I truly appreciate the Business Class package. It’s really nice to get just one bill for all three services, and the package discount makes it even better.”

Further adding to his satisfaction is the TWCBC customer service team. “If there is ever a problem, I know I’ll only have to make one phone call to have it taken care of. It’s obvious you know what services means. I feel appreciated as a customer.”

“I’m delighted, but not surprised, to hear that Business Class Phone has been well received,” explained Fitzpatrick. “Our customer service commitment coupled with our superior technology and competitive pricing make us a complete communications solution for small business.”

Products and services not available in all areas. Some restrictions apply.

Business Class Phone does not include back-up power and should there be a power outage, Business Class Phone, including the ability to access 911 services, may not be available. Additional charges apply for taxes, fees, Directory Assistance, Operator Services and calls to International locations. Offer valid for business customers in Business Class Phone serviceable areas.