



Ryan Baldwin
Customer Advocate

CK Telephone 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

ENID, OK — December 15, 2010 — CK Telephone, 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 Ryan Baldwin, Customer Advocate of CK Telephone. “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 CK Telephone’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 ConferTel, Fleet Boss, Ultimate Software, and WMG Security Systems, CK Telephone 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. Baldwin. “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 CK Telephone’s duty, as their strategic telecommunications partner, to provide an avenue that will help them experience significant success.”

ABOUT CK TELEPHONE

CK Telephone & Data traces its roots back 14 years where co-founders JE Close and Donald “Bud” Kain became heavily involved in the telephony industry. Kain started Ktel Communications in 1993 and joined with Close and his Close Communications Service in 2003. Together they hired their first employee, and began aggressively pursuing telephone system and cabling opportunities in and around the Enid, Oklahoma area as a team. In March 2005, Close and Kain created CK Telephone & Data Services in

order to better serve their clients and broaden their service base, which today includes the most prestigious organizations in the Enid area, including Advance Foods, Continental Resources, Bass Integris Hospital, Atwoods, Paul Transportation, and seven-location Central National Bank.

CK Telephone & Data (CKT) specializes in designing telephony and telephony recording solutions to North American industries. CKT supplies phone systems, intelligent

voice mail, voice recording software, AT&T telephone services, and IP telephony to maximize efficiency and provide solid cost savings for our clients. CKT clients are financial institutions, manufacturing, transportation, call centers, auto dealerships, hospitals, telephone answering services, and the security industry. CKT is privately held with offices in Oklahoma City, Tulsa, and Enid. For more

information, please visit www.cktelephone.com.

The philosophy at CKT has always been to provide high quality, leading-edge products at a competitive price, and support those products with superior customer service, integrity, and professionalism. That philosophy continues today through dedication, a commitment to excellence, a team approach, and a can-do positive attitude.