



Warren Heuman
Vice President

CTS Enhances Their Customers' Marketing Campaigns Through On-Hold Messaging

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SOUTHERN ILLINOIS AND ST. LOUIS — November 25, 2009 — CTS Technology Solutions, Inc., an industry leader in unified communications, announced today that the company is placing greater emphasis on enhancing their customers' marketing campaigns through the utilization of on-hold messaging. During a recession, marketing is one of the first line items that is typically reduced; however, those organizations that continue to market experience faster growth when the economy recovers. On-hold messaging is an inexpensive tool that delivers phenomenal results and allows companies to continue to communicate their core messages. Most small to mid-sized businesses miss out on the opportunity to market to their customers while they wait on the phone. The technology that CTS Technology Solutions, Inc. has brought to the marketplace enables organizations to extend the brand image, while at the same time promoting their value proposition to specific audiences cost effectively.

A number of studies have been conducted over the years illustrating the marketing power of on-hold messaging as well as the negative impact complete silence has on those that are made to wait on hold. For example, Voice Response Magazine reported that 60% of callers placed on hold with silence for longer than 40 seconds hang up, while 34% of those

callers never call back. "On-hold messaging is not a new technology or marketing concept by any means," explained Warren Heuman, Vice President of CTS Technology Solutions, Inc.. "Unfortunately, most companies have not implemented it. Their callers either hear dead air or some form of meaningless elevator music. As a result, companies may lose potential customers forever or miss out on the opportunity to tell them valuable information."

Companies that develop effective on-hold messaging programs consistent with their integrated marketing plan truly reap the technology's rewards. If it's done right on-hold messaging reduces caller abandonment and educates callers on a variety of topics. It's a terrific form of one-to-one marketing because it gives companies the ability to cross-sell products, while promoting discounts, upcoming events, awards or new services and locations. Plus, messages can be completely customized to target specific demographic, socioeconomic, and geographic groups. For example, a twenty something may call a company's 800# and hear one message designed for her, while a baby boomer may call the same company but come in through a different 800# and listen to a message customized for their age group.

"Our role as our customer's trusted technology provider is to bring solutions that increase profitability, productivity, and company image," added Mr. Heuman. "It is our responsibility to first understand their objectives, especially from a branding standpoint and show them how to

effectively develop an on-hold message program. Those that have successfully implemented this unique marketing tool experience an increase in sales and higher satisfaction levels because their customers are better informed. We're looking forward to improving the relationships of our customers with the companies they serve by bringing greater awareness to on-hold messaging. Every opportunity to communicate is critical, especially during economic times like these."

ABOUT CTS TECHNOLOGY SOLUTIONS, INC.

CTS Technology Solutions, Inc. provides exceptional value through managed services that assures a fixed cost for our business partners. Our highly trained and motivated professionals constantly strive to offer proactive services that maximize the profits, productivity and competitive advantages of those partners.

Founded in 1984, CTS Technology Solutions, Inc. continues to be committed to establishing a dynamic partnership with our clients to ensure that their return on investment is maximized. Extensive technology resources, business consulting services and technical expertise allows our team of professionals to design and implement a wide range of solutions that best fit our partners' technology needs. For more information about CTS Technology Solutions, Inc. please call 1-800-443-3068 or visit www.ctscomplete.com.