



Don Viar
Managing Partner

Epic Technologies Enhances Their Customers' Marketing Campaigns Through On-Hold Messaging

*Powerful Technology Enables
Companies to Extend Their Brand
Image and Promote Their Value
Proposition to Specific Audiences Cost
Effectively*

COOKEVILLE, NASHVILLE,
KNOXVILLE — February 28, 2010
— Epic Technologies, 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 Epic
Technologies 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 Don Viar, Managing Partner
of Epic Technologies. "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. Viar. "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 EPIC TECHNOLOGIES

Epic Technologies is one of the
leading providers of business
communication solutions in the United
States. Built upon a network of
strategic relationships with clients and
vendors, Epic has quickly grown to be
a trusted business partner for complex
voice, data, nurse call, and network
infrastructure solutions. We build
relationships as a trusted business
partner with each of our clients and
exceed their expectations, knowing
that we will succeed when our partners
succeed.

Epic knows how to empower
complex business needs through the
innovative use of technology to
maximize the return to the client's
bottom line. While we work in a wide
variety of industries and organizational
sizes, we have a particular expertise in
medium and larger sized organizations
with a particular emphasis on
healthcare, education, and service
oriented companies. Call us today
(866-525-EPIC) or visit us on the web
at www.epictn.com and let us show
you the Epic difference!