

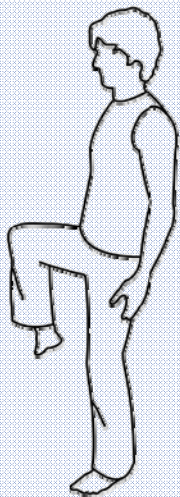
the Focal Point!



A newsletter for the customers of Focus Telecommunications, Inc.

Healthy...

Protect yourself from broken bones in the future by doing core-strengthening now! Improve your balance. A healthy adult should be able to stand on one foot for at least 15 seconds without wobbling. Stand barefoot on the floor (it helps to have a spotter) close your eyes and bend one knee, lifting your foot about six inches off the floor. Repeat. If you can't hold the position for 15 seconds, see your doctor to rule out a problem.



Wealthy...

Lighting makes up 15% of the average home electric bill, and more than 50% of that is wasted by lighting rooms that are not in use! If your electric bill only averages \$100.00 per month you could still save nearly \$10.00 per month if you remember to turn off lights, and save even more by using energy efficient bulbs and appliances.

...and Wise

DO NOT PUT magnetic business signs on personal vehicles! In an accident the claim may not be paid because your personal car was not insured as a business vehicle but is being used as one.

Appointment Scheduling Now Available

Does your business rely on appointments?
Are you often in the field, in a meeting, or on one of those appointments when customers call?
Focus can now schedule appointments for customers on the go!

At the end of a long workday, are you spending another hour or two trying to call people back who have tried to reach you during the day? Focus can help to fill your appointment book, while you're working, and leave your evenings free!

When you sign up for our Appointment Scheduling Service we make it SOOOO easy! The software we have chosen is called Appointment Plus; it is easy to use and extremely cost effective. This program is an internet-based tool that is accessible from your office, smart phone, or any mobile device that connects with the web.

Our staff can take all your calls and make all your appointments or we can share this activity with you and/or your office. We can even take overflow calls when your staff is already on the phone. There is never a danger of double-booking. As soon as one person accesses a time slot, everyone else is blocked out, until the appointment has been booked.

There is no software to download.
There is never a danger of double booking.
Your appointment book will be updated instantly.

Our scheduler is completely customizable and easily adapted to any business. Lawyers, Dentists, Tree Trimmers, Home Inspectors, Doctors, Delivery Services, Plumbers, Electricians... ANYONE who has to keep their appointments straight and be at the beck and call of their customers; anyone who wants to give the very best customer service at a reasonable cost can use our appointment scheduling service.

You'll have no worries. Our cheerful, knowledgeable staff is always available 24/7, and the award-winning customer service Focus has always been known for will be extended to every caller.

Taking advantage of our 24-hour appointment scheduling service will help

*Promote Customer Satisfaction
Reduce Cancellations
Build your business*

Call Focus today for more information at 301-421-1111 – We Can Do That!

Life in 25 Words or Less

“Never interrupt your opponent when they're making a mistake.”

—Napoleon

Gotta' Giggle

Did you even notice that when you blow in a dog's face he gets mad at you, but when you take him in the car he sticks his head out the window?



Our Services Include

Answering Service
Appointment Making
Customer Service
Data Entry
Dealer Locate
Direct Mail
Fulfillment Literature
Help Desk
Hotlines
Pre-Announcements
Relief Receptionist
Reservations
R.S.V.P.
Surveys
Voice Mail

Focus Comm Centers

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Eldersburg, MD 21784

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Customer Care Contact

301-421-5894 Office
301-421-0347 Fax
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Join us on



Search people for
"Lannette Gerbrick", our
Director of Business
Development

Connect with us on



Search for "Focus
Telecommunications, Inc."

Refer a new client and you
could receive **\$100!**

Call us NOW for more info at
301-421-1111

The President's Letter

Dear Friends,

The first week of March will be an important week for two of our Focus employees. Our VP of Operations, Tom Reandeau, and Misty Novak, will be at Disney World for the SNUG Convention. SNUG is our equipment vendor user group – the Startel National User's Group. Tom is on the Board of Directors and will be doing two presentations while he is there. As the Chair of the Education Committee he will be demonstrating the agent training platform, a project that he has led for the past 18 months. This platform will take new agents step-by-step through learning the keyboard and the functions of our equipment. With four to six more months of work to go, this product is being eagerly awaited by the entire organization. He will also be a co-presenter for a session on Remote Agents and their role in our industry.

This will be Misty's first conference. Since she lives in Florida, and is Tom's right hand when it comes to all things technical at Focus, it seemed important for her to attend. They are both excited to be representing our company at SNUG.

Tom is my son, as most of you know, and Misty grew up in our company, doing her homework at one of our workstations while her mother, Theresa, then our IT person, worked her shift. Eventually, Theresa went on to work for Startel and Misty came to work for us, keeping it all in the family - one family or the other! It is so wonderful to see another generation moving up to take the reins. This is a special thing for our customers who have continuity and stability and commitment in the management of Focus! I'm happy for them, for you and for me!

Hugs,



Update on Redundancy

Last week our new lines were brought to the "point of demarcation" just outside our office building. Early in March the lines will be brought from that point into our office and our vendor will transfer our calls from one company to the other.

We are NOT going to discontinue our relationship with our current carrier; we will use them as a "fail-over" so that we have redundancy in our telephone service. If there is a problem with one, we can switch quickly to the other. This will be an additional expense for our company, but it will make our service that much more reliable! Please know that we are doing, and will continue to do, everything we can to provide continuous unbroken service for you.

Mary Valcourt—20 Years

We affectionately call her Midnight Mary. In our industry, overnight staffing can make or break your service. Having a truly knowledgeable and dependable graveyard person gives Focus Telecommunications the edge, always. We are the envy of our competitors. Mary just celebrated 20 years with us! That is a terrific record. Our customers have frequently expressed their appreciation of her common sense, her pleasantness, and her understanding of their business and account instructions.

One of our customers said, "It is very refreshing to learn of Mary's untiring dedication and service commitment to you and to us, the customer, for the past 20 years. There is a very small percentage of individuals who could honestly match Mary's contributions to you, to us, to her family, and to all of those she has assisted. We don't worry when you take over our lines for the evening. It is a privilege to take this opportunity to thank Mary publicly for her continuing devotion to Focus Telecommunications."



Thank you Mary—you are loved and appreciated by us all!