

## Welcome

### **Business today is truly without borders -- in terms of time of day, day of week or location.**

We live in a 24x7 world! In a global economy, we need to be able to communicate easily, effectively and instantaneously with our customers and employees no matter where they are. In this issue of Communications Highlights, we take a look at some of the ways the businesses and individuals accommodate the 24x7 demands on their lives and business operations.

We hope you enjoy these newsletters and will forward them to others who could benefit from them! If you have suggestions for future issues or would like to be featured, please let me know. And if you would prefer not to receive our newsletter, just click on the Safe Unsubscribe link at the bottom on the page.

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## **Workstream Leverages Technology to Help Companies Manage Employee Lifecycle**



Workstream\_

[www.workstreaminc.com](http://www.workstreaminc.com) provides enterprise workforce management solutions and services that help companies manage the entire employee lifecycle - from recruitment to retirement. The company's solutions are offered on a monthly

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### **Communications News You Can Use!**

#### **TV on Cell Phones?**

Have you ever been annoyed by a loud cell phone conversation? Can you imagine if all cell phones were also televisions? Good news! Lyra Research surveyed 1,361 US cellphone users to find that over 50% of respondents are either "not at all" or "not very" interested in watching TV with mobile phones or other handheld devices. Top reasons given for a lack of interest were an increasing degree of inappropriate cell phone usage and skepticism about the quality of programming on a mobile phone. The strongest level of interest was displayed by younger adult respondents.

#### **Composing Effective Voice Mail**

subscription basis, using an applications service provider (ASP) model, and address all the key phases of the employee lifecycle - recruiting, performance, compensation, rewards and transition.

How does Workstream use its telecom services to run its business? **Workstream has helped attract, manage, retain, and transition over 3 million of its customer's employees through its high tech products and high touch services.** Since the company's software is available to its customers 24x7 through access to the Internet, it is critical that the company maintains connectivity to keep its software up to date and to communicate with customers. The Workstream call center uses its long distance and Internet services to answer customers' questions. Plus, audio conferencing and web conferencing tools are used to keep employees in touch with other Workstream locations and with over 300 Fortune-class customers including BearingPoint, Chevron, Du Pont, The Gap, Home Depot, Kaiser Permanente, Kellogg's, and Motorola.

King Communications provides Workstream with local phone service, long distance service, Internet access, audio conferencing, and web conferencing using four different vendors (Qwest, Sprint, BellSouth and A+ Conferencing) to serve Workstream's many locations nationwide. "Our relationship began when King Communications performed a telecommunications audit of our network and made key recommendations for improvements. King Communications stands out for its dedication to customer service," explained Dean Peterson, Executive Vice President of Operations and responsible for the firm's telecom purchases.

"King Communications is able to service all of my locations and bring me the best service at the best price. **My company may be using four telecom providers, but I only deal with one company - King Communications,**" Dean Peterson added. "When I need to add a new location, buy new products or have a question, I only need to make one phone call and King Communications takes care of whatever I need."

## Messages

Do you leave voice mail messages when calling sales prospects? Does anyone call you back? A few tips from the Salesdog.com newsletter written by the Brooks Group include: voicemails should be no longer than 20 seconds; being vague may sometimes create interest; state information that is a clear benefit to the customer; warm up the call by using what you know about the company; tell rather than ask them to call you back; and when they do call you back, be prepared to quickly and efficiently move into your sales call.

## A New Kind of Anti-Virus Protection Emerges

As devices like PDAs and wireless phones become networked with PCs and as voice over IP (VoIP) hardware grows in popularity, they are likely to become the targets of viruses and other attacks. According to Jonathan Singer, an analyst with the Yankee Group, "The need for security is expanding beyond the PC. Mobile devices such as smart phones and PDAs, which are often used for business purposes without security integration, are opening new avenues for malicious code."

A new kind of anti-virus protection, known as behavioral-based, doesn't rely on one-to-one signatures to match against known malicious code, but examines possible malware for characteristics common to viruses and worms. Among their advantages are a theoretical ability to recognize unknown viruses--thus providing a defense against so-called "zero-

## **Need to Meet with Customers 24x7 and Reduce Costs at the Same Time?**

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Meetings, customer presentations, training, and seminars are important parts of every business day, but they may involve transportation expenses, presentation costs, and will often take you away from your office longer than you would like. There is a solution, and it's a telephone call or mouse click away. Audio or web conferencing can be the answer.



- **Audio conferencing** enables you to get together by telephone any time of the day or night with employees or clients at locations throughout the world. Audio conference participants simply dial into a central bridge number to be linked to all of the other conference participants.

- **Web conferencing** provides the same convenience of an audio conference, but adds the benefit of being able to share Word, PowerPoint, Excel documents, and other applications electronically with all conference participants. Imagine the convenience and cost savings of making a powerful presentation to potential customers scattered around the world, without leaving your office and without the need to print and duplicate paper documents.

[Reservationless audio conferencing and web conferencing](#) from King Communications provide all of the benefits of audio and web conferencing without the hassles of making reservations. **With a flat rate unlimited use plan**, you can pay a low monthly charge that eliminates the uncertainty of usage charges involved with other types of conference services.

**Want to learn how audio and web conferencing can help your business?** Contact [King Communications](#) now and we will assess your business environment and needs and recommend the best solution.

day" attacks--less frequent updating, and smaller size.

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