

EXECU- LINK'D IN

Business Solutions reaches \$1 million milestone

Congratulations to all of the winners at our annual golf tournament. It was a perfect day filled with fun and camaraderie for everyone who could attend. A big “thank you” to the social committee for all of their hard work in organizing the event. We all felt like rock stars on the bus—*it will be tough to beat that ride in the years to come.*

JUST FOR FUN

It was the middle of January and an Ontario man left for a vacation in Florida. His wife was on a business trip and was planning to meet him there the next day. When he reached his hotel, he decided to send her a quick email.

Unfortunately, when typing her address, he missed one letter and his note was directed instead to an elderly preacher's wife whose husband had passed away only the day before. When the grieving widow checked her email, she took one look at the monitor, let out a piercing scream, and fell to the floor in a dead faint.

At the sound, her family rushed into the room and saw this note on the screen: *"Dearest Wife; Just got checked in. Everything is prepared for your arrival tomorrow. P.S. Sure is hot down here."*

BUSINESS SOLUTIONS REACHES \$1 MILLION MILESTONE

Business Solutions surpassed the \$1 million mark in billing for a single month for the first time ever last month. This represents a growth of almost 42% over May 2007 and a 6% increase over April 2008's billings. This growth is a direct result of all the

HELP DESK UPDATE

The Help Desk is running smoothly. The team answered just over 10,000 calls in the month of May and exceeded their goal of responding to 75% of calls in 30 seconds or less (actual 76%).

The team was very happy to see breaks increased to 15 minutes in length. Two focus group

PORT FRANKS DATA CENTER UPDATE

The upgrades to our Port Franks Central Office are almost complete. Over the past few months we've made huge changes, including a new 3 Phase Hydro Service, Backup Generator, Liebert Air Conditioners, DC Power Plant and 8 Server Racks. The new data center is located in the heart of our ILEC territory to help service our needs for future growth and will also be the new home for most of the servers that are currently located in our London POP.



[Server Racks at New Port Franks Data Center.]



hard work and dedication to customer service from Sales and Account Support.

These achievements would not be realized without the support of the rest of Execulink Team including Tech Support (supporting customers through issues that arise), Integrations (implementation/fix & repair), Operations (keeping services working), Billing (working with customers to understand what they have), Marketing (getting the right message out to potential new customers), Provisioning (quality implementations).

Congratulations to the entire company for achieving this significant milestone!

RESIDENTIAL SALES UPDATE

New customer acquisition sales for the month were down 1.1%, a slight reduction from May. There were 358 new customers acquired, an 11.9% increase over May 2007.

The sales team has been working hard retaining our customers. Job shadowing and listening to cancellation calls have shown that this hard work is paying off: *cancellations decreased by 14.5% from April to May 2008.*

KITCHENER 06 UPDATE

Migrations have started in our Kitchener 06 co-location footprint and our DSL customers in that area are being transferred off Bell equipment and onto our own facilities.

As an incentive to get our existing Kitchener customers to switch to our traditional phone service when we cut over their DSL, we are offering them 6 months free phone service. We are also sending out a personalized, full-colour letter via Canada Post; a copy of the offer letter can be found on the marketing section of the intranet.

sessions were held over the last month to discuss ongoing attendance issues and an outcome should be decided for July. Another agent meeting is expected to take place in the next couple of weeks to discuss team issues.

ISS TEAM UPDATE

*“And the
ISS Oscar Award
goes to...”*

Amanda Kempster was the winner of the "ISS Oscar Award" for top monthly sales in May with a Net New Monthly Recurring Revenue (MRR) total of \$1,244.75.

The team has been working through price increases to bring customers up to a common price point and a marketing campaign to promote Hosted Exchange has been completed.

ISS has also been job shadowing Tier 1, Tier 2, Tier 3, Billing, and Provisioning to gain a better understanding of other departments and the role of ISS within Execulink as a whole. It has been a great learning experience for the whole team!



[Air Conditioning Units at New Port Franks Data Center.]



[Backup Generator at New Port Franks Data Center.]

TAKE THE STING OUT OF HIGH GASOLINE PRICES

As everyone is painfully aware, fuel prices have gone up dramatically over the past year. Historically, fuel represented an average 25% of a vehicle's lifecycle expense but recent cost spikes at the pump have increased how much it costs to keep a car on the road. These rising costs affect more than just the average person—small businesses, particularly those that rely on transportation, have to be more efficient in the way they do business.

Here are some tips to help maximize your vehicle's fuel efficiency:

- *Ensure that tires are properly inflated, gas caps are tight and air filters are clean.*
- *Aggressive driving, particularly in city traffic, burns fuel faster and seldom gets you to your destination faster or saves you any time.*
- *An idling engine wastes gas and results in poor mileage. Shut off your engine whenever possible instead of idling.*
- *Speeding can cut fuel economy by 1% for each kilometer over the limit. Slow down and save!*

WAS THE FLU VACCINE A FLOP?

This year's flu season was the effective and even though this

3H Promotions, a former Bell Canada telemarketing partner, has been making calls to our customers within Kitchener 06 to promote our traditional phone service and sign them up for to switch to our phone service when we transfer their DSL service. Our phones have been installed at 3H's offices and programmed to show Execulink Rep on the Caller ID when the 3H staff make calls for us.

So far, almost 40% of our customers in the Kitchener 06 area have been called and 29% of those have adopted our traditional phone service.

EQUITY AND DIVERSITY

In order to better represent the needs of our employees, **Deena Wilson**, our *Human Resources Co-ordinator*, will be posting an item in future editions of Execulink'd In to educate staff about Equity and Diversity in the workplace.

Please write to Deena at: equityofficer@execulink.com with any questions, comments, concerns or ideas about how you would like Execulink to build on its Equity Plan.

worst in four years, public health officials report, partly due to the flu vaccine's ineffectiveness against the circulating viruses that made most people sick.

Each year officials formulate the vaccine against the three most significant virus strains they think may be active that year. Most years they guess well and the vaccine is between 70 and 90 percent effective. This year's vaccine was only 44 percent effective, however, because two of the three strains it was formulated to protect against did not closely match the viruses actually circulating.

Does that mean that you should skip the vaccine next year? No. Most years the vaccine is up to 90 percent effective and even though this year's vaccine is up to 90 percent

year's vaccine was mismatched, it still offered protection 44 percent of the time—and most likely reduced the severity of illness in people who got the flu. The flu vaccine is still the best protection available against an illness that causes about 1,500 deaths in Canada each flu season.



EMPLOYEE SUGGESTION BOX

DAVE ROZEK

We should start our voicemail service with an announcement of some kind, such as *'Welcome to Execulink Voicemail'*, or something like that. A lot of unnecessary calls to helpdesk are generated by customers not realizing that when they dial *98, what they are hearing is their first message playing, be it a fax machine, dead air, or someone saying *'Hello?'*.

RESPONSE:

I think this is a great idea. Jeff and his team can do this later this year with a new release of the Metaswitch software in October or November. I have asked Jeff to add it to the "to do" list.

JUDY GRATTON

I would like to make a suggestion that we could offer Digital phone (*without discount*) in our cable area for customers that don't have our Internet service. I have had to cancel two people in the past two weeks because they no longer have a computer. They want to keep the Digital phone but don't want to pay for a phone line.

RESPONSE:

The development of this product has been completed by Carl and we have already activated two customers.