

News Release

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Oak Island Accommodations selects Alternate Access® to install integrated business phone system

Customized system establishes call center for 50 employees, enhances customer service

RALEIGH, N.C. (Sept. 10, 2007) – Alternate Access®, a leading provider of converged communications solutions, was chosen by Oak Island Accommodations to create and install a customized business phone system, which provides comprehensive call center functionality such as auto attendant, voicemail, call queuing, announcements, call recording and management reporting.

“We welcomed the opportunity to help this established company increase efficiency,” stated Kelly Lumpkin, Alternate Access chief executive officer and director of business development. “Oak Island Accommodations receives a high volume of customer calls daily. Our customized solution will streamline call flow, as well as provide easier system administration.”

Oak Island Accommodations is the largest vacation rental agency in Oak Island, N.C., employing a staff of 50 and boasting a selection of more than 700 rental homes. Family owned and operated, the 16-year-old company recently developed the need for a new phone system and turned to Raleigh, North Carolina-based Alternate Access.

Alternate Access customized a business phone system to meet the company's specific needs. The Windows-based software solution featured a call center capability for easier and faster routing of customer calls and allowed the management staff to make changes or enhancements to the system during normal business hours without interrupting any employee's work flow.

According to a statement issued by the Oak Island Accommodations management team, Alternate Access's reporting system enables them to see what is going on behind the scenes in the call center. The statement further explained that their “guest services representatives find using this system to be easy and learner-friendly. The auto attendant feature allows us to provide customer support and service 24 hours a day, seven days a week from any location.”

For more information on Oak Island Accommodations, contact Guest Services at 1-800-243-8132 or visit the company's Web site at www.RentalsAtTheBeach.com.

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About Alternate Access®

Founded in 1993, Raleigh, North Carolina-based Alternate Access® provides intelligent business phone systems to small-business and branch-office clients locally and nationwide. Their innovative phone system solutions help increase profits by boosting staff performance and efficiency, enhancing customer service, and adding management reporting capabilities – all while decreasing labor and infrastructure costs. Products include IP-PBX with Voice over IP, fax servers, unified messaging, Web collaboration, interactive voice response and call center applications, headsets and specialty phones. By employing extensive experience and best practices, award-winning Alternate Access works in partnership with its customers to build creative yet cost-effective solutions. Customers discover sustainable competitive advantages while unlocking new business opportunities and reducing operations costs. For more information on Alternate Access visit www.AlternateAccess.com.