



BRAINERD COMMUNICATORS

Testimonial

"Brainerd conducts hundreds of conference calls per year, so reliability is our number one concern. These are meetings that we are facilitating, and there are major analysts and investors on these calls. We want them to go well, our executives want them to go well, and our clients want them to go well. Every time we use Ready-Access, we are effectively endorsing Global Crossing to our clients." — Brad Edwards, Account Executive.

Story

Global Crossing brings conferencing reliability to Brainerd Communicators, the conference facilitators.

Customer

On behalf of a diversified clientele, Brainerd Communicators(www.braincomm.com) designs and implements targeted investor relations programs, and develops a full range of strategic communications counseling and support services. The firm engages in myriad communications functions with a concentration in the areas of investor communications programs for public and quasi-public companies, investor relations programs for IPOs, corporate positioning and message development, investment community marketing, financial media relations, and market research. Brainerd organizes conferencing for companies in such sectors as advertising and marketing, information services, television and radio, commercial printing and packaging, education and e-learning, electronic commerce, entertainment, fixed and mobile satellite services, healthcare, magazine and newspaper publishing, pharmaceuticals, and technology and telecommunications.

Requirements

- Customer service - Customer service is essential to a communications organization such as Brainerd Communicators, so the vendor for conferencing used by Brainerd would have to match Brainerd's commitment to client service.
- Service reliability - With its high volume of conference calls, reliability was crucial to Brainerd's choice of telecommunications vendor.

Value - Brainerd wanted a telecommunications company that was large enough and recognizable for its clients' comfort, while still getting the best service at a reasonable price

Solution

Over six years of using Global Crossing's conferencing services has persuaded Brainerd that it can provide the required consistency, reliability, and customer service, both domestically and internationally.

Result

By providing conferencing services, competitive pricing and an attentive, accessible customer support team, Global Crossing has gained a loyal customer in Brainerd. The firm can concentrate on delivering its communications services and satisfying its customers instead of worrying whether or not its meetings can go forward.

Why Global Crossing?

"To a client who wanted to know why we use Global Crossing, I would say one of the main reasons is that Global Crossing is a large public corporation with a solid reputation, not a small, unproven company. They have a lot of experience in providing conferencing services, and we have a strong relationship with our account team at Global Crossing. We know we are valued, and their overall consistency has been superb. Their advanced technology means that they can support us with more advanced solutions on an as-needed basis." said Todd St. Onge, a Brainerd Communicators Account Executive.