

COVER ARTICLE



Charles Street Store Location
2430 Charles Street
Near the Stockholm Inn
(815) 398-0400

Quality Cellular:

Rockford's Trusted Name in Wireless Solutions for Business

By Ben Coblenz

TODAY'S WIRELESS industry is a competitive marketplace. Although cellular technology including wireless internet and data solutions have become commonplace in everyday life, the industry itself continues on a track of unprecedented growth and opportunity. One of Rockford's key players in wireless solutions for business is Quality Cellular, the area's largest Exclusive Authorized Agent of U.S. Cellular. Established in 1998 by owners Dave Rancourt and Kris Roehrig, the company includes sixteen retail locations serving Northern Illinois and Southern Wisconsin. In addition to their extensive retail presence, Quality Cellular has a Direct Sales team that focuses on the specialized needs of the business community.

Cellular technology has played a mission critical role in the business community. As a means of achieving greater productivity, mobile communications have served to broaden the scope of day to day business operations in virtually every industry. Since instant communications have become a normal part of daily life, customer expectations regarding the availability and timeliness of service have changed. Quality Cellular has earned a reputation for excellence in helping business professionals stay competitive by making sure they are never out of touch. Quality Cellular's direct sales team in Rockford focuses on developing relationships with area business. Their focused approach has helped clients incorporate the latest communications

technologies into a wide range of commercial needs and budgets.

Recent advancements in technology have made the average cell phone into an invaluable tool for a range of functions beyond simply placing and receiving calls. With features such as email, mobile teleconferencing and access to the internet, business professionals now have the ability to take the office with them wherever they go. The Quality Cellular team works one on one with business leaders in Rockford and it's surrounding areas to make sure they are getting the best value for their wireless spending. By tailoring specific U.S. Cellular business plans, Quality Cellular helps clients meet their wireless data and communications needs.

■ BusinessProfile

One of Quality Cellular's business accounts, United Cooperative, has found that by harnessing the power of a dedicated account representative and the reliability of the U.S. Cellular network, they have more time to focus on the things that matter — like running their business. Stephen Zillmer, Director of Communications at United Cooperative, notes, "We have about 500 employees full and part time. Of those, we have about 170 cell phones in use for office staff, nutritionist, agronomist, energy staff and other support personnel. Quality Cellular brings in great ideas about various business plans to put our large employee group on, to benefit the

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- Casey Williamson,
Direct Sales Manager, Quality Cellular

company. Our representative gives me alternatives to consider which helps a great deal in making good business decisions about our cell phone plans. I've found their support and service to be a great help in making those decisions."

There is more to serving a business account than just providing cost savings and the right equipment. Customer service is also an area of special emphasis at Quality Cellular. Casey Williamson, Direct Sales Manager, notes, "We bring the store right to your door. We really enjoy getting to know our customers and what they want and need. If I could point my finger at the single largest advantage we offer to our business clients it is the fact that they have a single go to person who is familiar with their business and



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Riverside Store Location
3927 West Riverside Blvd.
Across from Wal-Mart
(815) 964-7600



Perryville Store Location, 3019 North Perryville Road, Next to Hollywood Video, (815) 282-0900

what their wireless needs are. Our clients don't need to re-tell their story every time they want to make a change to their account or get an issue taken care of. There is really a great deal of value in that kind of simplicity."

Quality Cellular's account executive in Rockford, goes on to add, "My customers appreciate that they can make one call and know that I'm going to get it done for them. Since I live and work in Rockford I'm always nearby to help with anything my customers might need. I can be onsite within a few minutes if that is required, and my customers really benefit from that level of attention."

Competition and recent technological advances in the wireless industry have created a dizzying array of

options that can sometimes lead to confusion about which service and equipment choices are the most practical and cost effective. In business this decision making process can be even more challenging because dozens or even hundreds of phone lines may be involved. U.S. Cellular offers a distinct advantage because it is a Chicago based company with a regional focus and an emphasis on customer service as a driving business principal. Having been awarded the J.D. Powers & Associates award for excellent customer service four years in a row, U.S. Cellular has consistently proven its ability to provide the ideal customer experience. With service options ranging from national plans that provide the freedom to travel coast to coast

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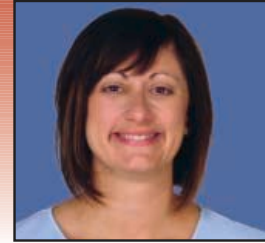
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Kris Roehrig, Co-Owner



David Rancourt, Co-Owner



Stacey Norris, General Manager

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and regional plans for those who don't frequently leave the tri-state area, US Cellular offers the flexibility businesses demand.

Landmark Services, an agribusiness company, values its relationship with Quality Cellular because its unique style of individual account representation frees them from having to stay current on all of the technology changes that happen from year to year. Manager Dorothy Patterson notes "We've been with Quality Cellular for six years. I don't really have the time to get up on the knowledge of all the phones and services so it's nice to have Quality Cellular take care of that for me. Because we do business in several counties our staff relies heavily on wireless communications to stay connected with the home office and with our customers. Our rep will actually go out to the field to help our guys if they have phone problems. That has saved the company a great deal of time and lost productivity because it saves our employees from having to go to a distant location to get their problem taken care of. It's that kind of service that has made us stay with them for so long and why we plan to continue doing business with Quality Cellular well into the future."

Quality Cellular's account executive in Rockford sums up his role by saying, "It's true that I sell cell phones for a living, but that's not really the main focus of the actual 'work' I do every day. My most important function is to serve as a consultant who can work proactively to save time and money for my customers. I make sure

the areas of their business that rely on a strong and dependable mobile communications network run smoothly. These days everything you do in most industries relates back to being able to communicate with your colleagues and clients on the fly. Mobile communications is an important part of that. It's the framework that is always there in the background, allowing everything else to work the way it's supposed to."

With its sixteen U.S. Cellular locations spread across Northern Illinois and Southern Wisconsin, Quality Cellular is uniquely situated to offer many advantages to its customers. A strong retail channel has been instrumental in its mission to facilitate a superior customer experience. By providing a wide net of support personnel who can be tapped as a resource whenever there is a need, Quality Cellular is able to take care of its customers in a way that very noticeably sets it apart from competitors.

General Manager Stacey Norris notes, "The strength of our customer service comes from the people we hire. At Quality Cellular, everyone here is a family. Whether they're working out in the field with our business customers, at our warehouse or on the sales floor, our employees help each other to guarantee a positive experience for the customer. From a sales perspective, that family attitude creates a situation where building a strong relationship with our



Casey Williamson, Direct Sales Manager

customers comes naturally. It makes Quality Cellular a special place to work and a great place to get wireless service."

For nearly a decade, Quality Cellular has grown its business by recognizing the things that really matter to its customers. When asked if his company had ever considered going with another wireless provider, Mr. Zillmer of United Cooperative noted "Nextel approached me. I stayed with Quality, primarily because of dependable service and also because they offer well-made products. Using their suggestions we recently put 24 folks on a new [business plan] which saved us several hundred dollars. If I can get good service and save money at the same time, the decision really makes itself."

Speaking about the future, Co-Owner Dave Rancourt notes, "We've experienced a lot of solid growth during the time we've been in business, but that doesn't mean we're now content to coast on our past accomplishments. This business is always changing, and our organization is all about being able to keep up the pace with that change. Quality Cellular has been a success because we've never lost sight of the fact that it is the customer who signs our paycheck. In the future I see us focusing on existing opportunities and growing in a smart way so we can continue to serve our new clients with the same level of dedication that our existing customers have come to expect. BP