



Nex-Tech Launches the Brainy Bunch

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Nex-Tech, a subsidiary of Rural Telephone, is excited to announce the launch of its newest service, the Brainy Bunch. Our tag line says it all “Your Computer and Gadget Support Team.” Basically, the Brainy Bunch is designed to be the one source residential customers can call to meet all of their home technology needs. Rather than sending customers to other local repair companies and risking the chance that customers may look to other Internet or telephone providers, we decided to take care of the customer ourselves. Offering support via telephone, in the shop or on-site in limited areas, the rates are affordable with \$19/hour for phone support, \$29/hour in the shop and \$39/hour in the home. The Brainy Bunch offers help with PC repair, set-up and training, virus and spyware removal, software set-up, digital camera set-up and training, DVR set-up, home media center installation and more.

Customers experiencing problems with their electronic devices are referred to the Brainy Bunch via Customer Service Representatives and the Internet Help Desk. Nex-Tech is also launching a PR campaign to increase awareness of the new service. The Brainy Mobile has been significant in branding the service and has made appearances in local parades, at chamber events and more.

“At Nex-Tech and Rural Telephone, we have always strived to be a leader in technology. Therefore, it is very important to us to take care of all of our customers’ needs. As our customers enjoy new technology, many of them are in need of assistance. In our rural environment there are not a lot of options, which is why the Brainy Bunch was created” says Justin McClung, Internet Solutions Manager.