

Lighthouse Conferencing Provides Beacon for Service-Starved Customers

Lighthouse Conferencing, provider of audio, web and video conferencing services, opens its doors with a business model designed to address customers' issues with lack of service in top competitors.

([PRWEB](#)) February 18, 2010 -- A new company has opened its doors in the conferencing field, but this time with a different perspective. Instead of touting only the sophistication of their web, video and audio conference calling technology, Lighthouse Conferencing has put a higher level of service for its customers in the spotlight of its business model.

Founded by 10-year industry veteran Marc Gutman, Lighthouse Conferencing is built on concepts gained by spending time in the trenches with customers. “Anyone who has been involved in selecting a provider for a conferencing contract has seen the hassles that usually plague the process,” says Gutman. “Some companies try to bend the customers to accept ‘Here’s what we have’ instead of offering a customizable service, while others embark upon a seemingly endless process of product demos and contract negotiation.” Mr. Gutman has therefore made it his goal to resolve the most painful points of the process by creating a business model that promises fast results as well as a full variety of services from which to choose for a customized service package.

Hoping to change the key buzzwords of the sales process from “easy-to-use” to “easy-to-choose”, Gutman relies on his experience to help guide customers to the right solutions, choosing from more common audio conferencing services to the top offerings by the industry’s leading web and video technology providers. “No two customers’ packages will be the same, nor should be the same,” he professes. “We want our clients to buy only what they really need and will use, not to get stuck with a package that is too skimpy or that stuffs options they don’t need down their throats.”

“I’ve been around this industry a long time, and I know that there’s more to starting a conferencing company than hooking up a bridge. The business doesn’t run itself; your clients expect to get more than just automated service and a bill.” With this in mind, Gutman says, Lighthouse Conferencing sets out to show that a conferencing company can “finally promise more to its customers than just ‘features’, ‘services’ and ‘functions’. We want to bring them service as a feature of a one-of-a kind solution for them that really functions.”

About Lighthouse Conferencing:

Lighthouse Conferencing provides intuitive and affordable audio, web, video and event conferencing services for every type of meeting and event. With global reach and integrated solutions from top technology providers, Lighthouse Conferencing can guide its customers to any solution they need. But first and foremost, Lighthouse Conferencing takes pride in listening to the customer and providing an unprecedented level of service. For more information, visit www.lighthouseconferencing.com.

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