

Q&A with Adam MacGregor, CEO of Truespeed Internet Services Inc. As an ISP Delivers DSL Internet cross the majority of Ontario and Quebec, Telephone and Cable Internet through a large portion of Ontario



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Interview conducted by:
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CEOCFO: *Mr. MacGregor, would you tell us the focus at Truespeed today?*

Mr. MacGregor: Aside from network reliability, Truespeed's primary concern is customer satisfaction. We believe that in an industry that is often sorely lacking in service, it gives us an advantage in retaining much of the clientele that might otherwise be apt to jump from provider to provider.

"From selecting the best partners in network infrastructure to the most reputable internet transit providers in the industry, we understand that reliability is the most important feature an ISP can offer." - Adam MacGregor

CEOCFO: *How do you define customer service at Truespeed and what is different?*

Mr. MacGregor: There are a number of things we do differently that perhaps the average ISP does not. We focus on delivering on what we promise. It can be tempting to under-deliver capacity as it is undeniably profitable to do so. We made a conscience decision to be the good guys. Treating every client as I would expect myself if the roles were reversed is now a foundational element of how we do business. As a result, we are going to do our best to get the speeds that we advertise and should an issue arise, we will do everything we can to help. There have often been times that my staff have even gone to someone's house after business hours when they felt it was needed.

CEOCFO: *How do people know before they engage with you that you will do what you say?*

Mr. MacGregor: There are too many ISPs that make promises that they do not deliver on but for us, our word is our creed. Short of suggesting that potential clients come and experience the difference personally, the onus is on us to maintain a superior level of customer service month after month. Outside of it simply being the right thing to do, from a business perspective, happy customers tend to stick around. We also feature a referral program for subscribers who bring in their friends, neighbors and family members. We offer a \$25 account credit for any successful referrals with no limit to the number of people that are sent in. People want to share what they have found in Truespeed and our referral program is simply a way for us to say thanks!

CEOCFO: *Would you tell us about the range of services you currently offer?*

Mr. MacGregor: As an ISP, we deliver DSL internet across the majority of Ontario and Quebec wherever service is available. We also offer cable internet through a large portion of Ontario and some of the best caliber rural wireless