



For Immediate Release

Carolina West Wireless Launches Handset Protection Through eSecuritel

Program to Provide Wireless Operator with Efficient Way to Safeguard Subscriber Devices

ATLANTA – July 23rd, 2009 – Carolina West Wireless has partnered with eSecuritel to deliver comprehensive handset protection and replacement services through an insurance program that defrays the cost of customer handset issues, streamlines operations and reduces subscriber churn. eSecuritel will replace Carolina West Wireless's current in-house program.

eSecuritel's partnership approach

Backed by nearly a decade of success, Carolina West viewed eSecuritel as an experienced and trusted partner who could provide an efficient, profitable and customer-driven process for replacing inoperable or lost handsets.

Carolina West Wireless utilized eSecuritel's detailed and proven "Business Process Analysis" program which provided a review of the current program's processes as well as extensive interviews with key stakeholders at the carrier. "eSecuritel listened carefully to what we had to say and worked with us to tailor a professionally managed program," said Slayton S. Stewart, CEO of Carolina West Wireless. "eSecuritel identified several areas where our current program could be improved, including implementing a value-based pricing model to boost the overall profitability of the program, and expand its coverage to include an extended warranty. We also looked at Web-based enrollment and fulfillment software to improve our efficiency and help us provide a superior customer experience to our subscribers." By improving revenue and reducing operating costs, Carolina West Wireless can expect to more than triple their current profit by implementing the eSecuritel managed program.

Simple, hassle-free experience

The cornerstone of eSecuritel's service delivery capabilities is the company's [Handset Issue Tracking System](#) (HITS™). This automated real-time technology streamlines the claim fulfillment process and removes the burden for Carolina West Wireless, making it possible to deliver faster adjudication and replacement services to its subscribers. Additionally, by using this efficient and transparent Web-based account management system, Carolina West Wireless will be able to expedite customer enrollment and deliver a better subscriber experience through more accurate, faster problem-solving capabilities.

About eSecuritel

Founded in 2001, eSecuritel the expert in comprehensive handset protection and replacement programs delivers an unparalleled customer experience for subscribers and profitability for carriers and dealers. Unlike other services where only malfunction is covered, eSecuritel protects new, used, or prepaid wireless devices against loss, theft and accidental damage as well as mechanical/electronic failure and malfunction. As the cornerstone to our services delivery, our Handset Issue Tracking System, or HITS™ technology, easily integrates with a carrier's or dealer's systems, managing all aspects of the handset replacement program from subscriber enrollment to claim fulfillment. It removes the burden of program management, making it possible to deliver faster adjudication and replacement services to subscribers. eSecuritel is the most flexible and responsive provider of handset insurance services to more wireless operators than any other company in the world. With a program which adheres to the insurance industry's strict regulatory requirements, eSecuritel delivers peace of mind to wireless carriers, dealers and consumers. For more information visit <http://www.esecuritel.com>.