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## **PRESS RELEASE**

FOR IMMEDIATE RELEASE  
Date: January 3, 2007

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### **Online vs. Inperson – Is there Really a Cost Savings? How the Technologically Challenged Get Ripped Off**

So you saved a few hundred dollars on that new audio system that you bought online. But when you tried to read the instructions, could you follow them? And after hours of frustration, you finally called a tech in that charged you \$300 to set up a system, but he didn't tell you how it operates?

At a time when more people are using the internet to buy high tech items, Meggin Anderson wonders how useful that equipment is to them, and if the cost savings are worth the frustration.

"Audio and video systems require expert installation and lots of explaining, says Meggin Anderson, owner of Bay State Audio and Media Services in Shrewsbury. "We have come to the rescue of many a business man who just can't figure out the system they bought, and in the long run he's going to spend more than going to a professional first.

Running a small business is hard enough without trying to figure out what type of audio and video services are best suited for their shop. Add to that, the endless advances in the high tech world of audio and video equipment, and consumers are even more challenged to buy what they need when they don't even understand how it works.

Most business owners know that music can keep costumers distracted while shopping, often keeping them in the store longer and spending more money.

They also know that a video surveillance system will monitor staff and customers to prevent shop lifting or employee stealing.

But what system is right for their store? How many bells and whistles do they need?

That's where customer service steps in and saves their sanity.

What makes our business different is customer service," says Anderson. "We take the time to find out what the consumer needs and build a system just for them. We won't give them more than they need or we'll never see them again."

Developing relationships and maintaining contact with customers through the sale, installation, and use of the product is something Anderson learned from her dad when he ran an audio/video company for over 30 years. It's a tradition she maintains today.

"Dad taught me early on that if you give the customer what he needs, teach them how to use it, and treat them well, they will be back when they wanted to upgrade or add new equipment," says Anderson. "Our customers came back because they could count on the product and service."

Jerry Anderson was a pioneer in Satellite technology with 3M Company developing music, messaging and video products. When he had his own business, the customer was always the priority.

"When the new owners took over, they were only interested in the bottom line. Customer Service took a back seat," says Anderson. "The relationships my dad worked so hard to create all of those years were soured. Customers began to cancel right and left."

"In all of dad's wisdom he saw where things were headed. When I talked to him about how bad it had gotten he suggested to me and my husband Mark to start up our own company," says Anderson.

So they did, and they went back to the basics, focusing on product quality and customer service. Half of their first customers were ones loyal to her father. When people heard that Jerry Anderson's daughter had her own company, they wanted to work with her. The happy customer base grew, and continues to grow today due to their emphasis on service.

"When you don't have someone showing you the variety of applications, or how to adapt it to your needs, I can't help but wonder if what they saved is really worth it," she says.

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