



Lone Star Communications Leans in on CX (Customer Experience):

StarCare CX Takes up the Superlative Customer Experience Torch

For Immediate Release

To celebrate its 33rd Anniversary, Lone Star Communications (LSC) announces the launch of StarCare CX, a new customer experience program built to foster the exceptional relationships the company has established in Texas, Arkansas, Louisiana, and beyond. The Grand Prairie, TX headquartered firm is at a critical inflection point as it continues to expand its capabilities and workforce to thrive for the next three decades and beyond.

The hospitals and schools Lone Star works for have changed, and the technologies and services LSC provides is changing, too. “Representing the best products and relentlessly executing on their deployment has been our cornerstone for over 30 years,” says President and Founder Ray Bailey. “That’s a high bar, but we are setting our sights even higher to be the most customer-centric company in the industry. StarCare CX is built to delight our customers, bolster them when needed, and differentiate the company.”

It’s all About CX or Customer Experience

StarCare CX aims to deliver an enhanced level of at-the-elbow service. The goal is to create a consistent experience that ensures customers achieve the desired results from Lone Star's systems, solutions, and services. Every customer interaction, from the initial approach to ongoing support, will convey a commitment to success. The aim is to consistently create and deliver this commitment in every aspect of our appearance and interaction with the customer.

“StarCare CX strengthens LSC's commitment to assisting hospitals and schools with technical complexity, utilization, and workflow,” says Donna Montgomery, Lone Star’s Chief Clinical Informatics Officer. This commitment ensures that customers consistently feel valued and appreciated. The program acts as a framework for excellence built on knowledge and relevant experience to partner with and enhance our customers' capabilities based on a proactive 360-degree view of successful technology implementation. “Our primary goal is to accelerate and sustain customer results,” says Lone Star’s Kevin Henderson, COO of their Arkansas Region and one of the architects on the program.

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About Lone Star Communications, Inc.

Lone Star Communications, Inc. (LSC) is improving the lives and safety of millions of people in the healthcare, education, and commercial industries. Since its inception in 1991, Founder Raymond Bailey has been steadfast in building a dynamic, multi-award-winning team with a diverse group of people who

share a vision to leverage technology better to improve lives. As a top Rauland distributor in the nation, LSC continues to leverage partnerships and acquisitions to grow the business geographically and organically while staying committed to ‘building lifetime customers’ and delivering ‘the right product, on time, first time, no exceptions.’

Headquartered in the Dallas/Ft Worth metroplex, LSC has additional offices in Corpus Christi, Georgetown, Houston, and San Antonio, Texas; Little Rock and Springdale, Arkansas; and Shreveport, Louisiana; and with customers in Arkansas, Kansas, Louisiana, Mississippi, Missouri, Oklahoma, Tennessee, and Texas. LSC received ‘Top Places to Work’ awards in 2022 and 2021 by The San Antonio Express-News, in 2021 by The Houston Chronicle, and in 2016 by The Dallas Morning News; in 2015 and 2016 with the prestigious ‘Top 10 Integrators in the Healthcare Industry’ award and 2016 as one of ‘CI’s Fastest Growing Companies in the U.S. by Commercial Integrator Magazine. From day one, LSC has been committed to excellence in workmanship, as evident by its ISO 9001:2015 accredited certifications in every office.

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