

# Milton • Means Business

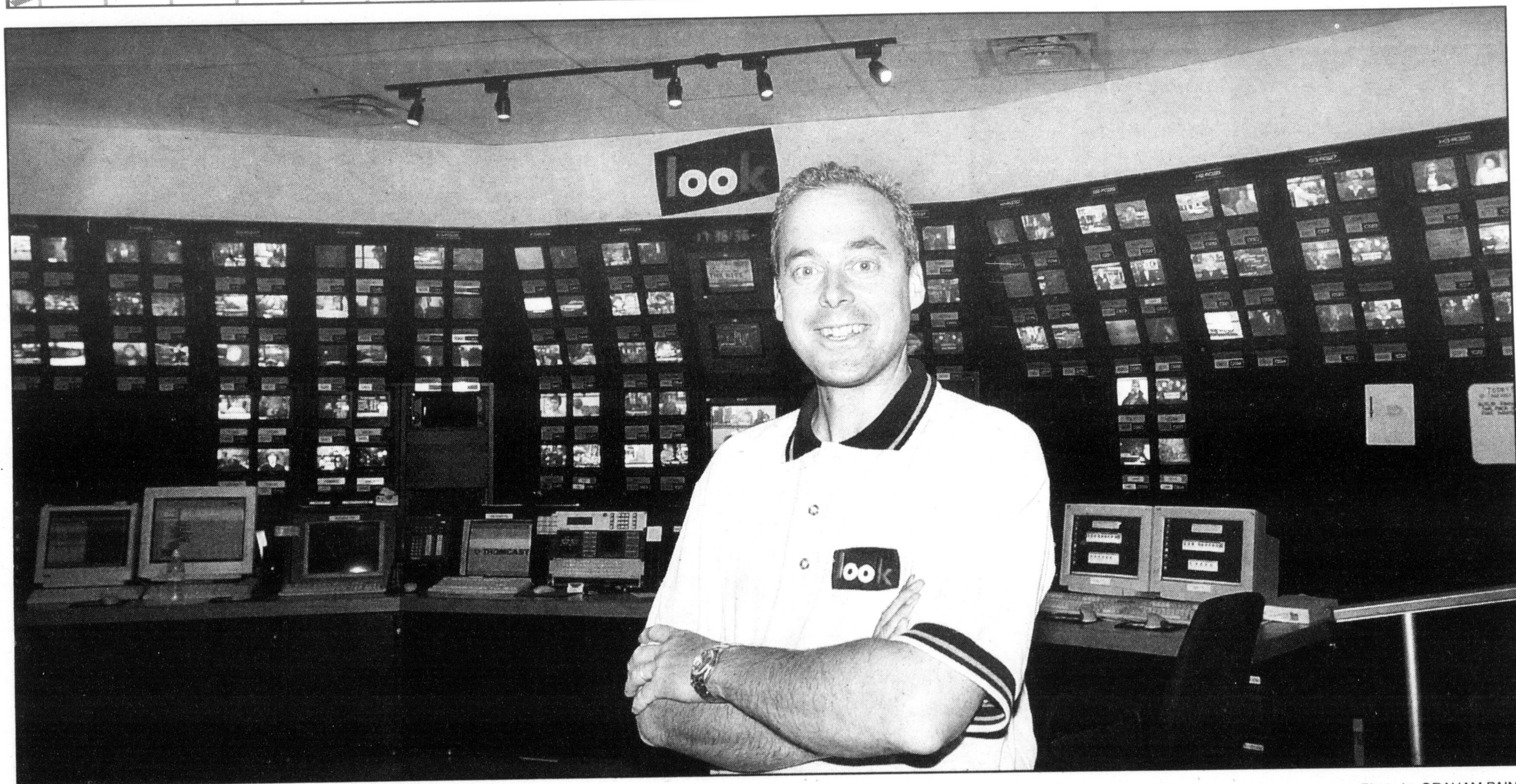


Photo by GRAHAM PAINE

Look Communication Inc. CEO Paul Lamontagne stands in the Lawson Road business's control room in front of dozens of monitors showing the stations it carries.

## 'Look' who's growing now, with no end in sight

By FANNIE SUNSHINE  
The Champion

Paul Lamontagne has turned a once-dying business into an ever-growing enterprise.

"I was hired because the company was in debt," said the president and CEO of Look Communication Inc. in an interview from Montreal.

"We were very fortunate we came out okay, thanks to the support of our creditors."

In 2000, Look found itself in \$150 million in debt after it was unable to raise money to pay for huge capital expenditures to build a network and cover the costs associated with providing equipment to new customers.

The company had to ask the Ontario Superior

Court for protection from Look's creditors.

Look came out of bankruptcy protection in February — after Teleglobe and Telesystem bailed them out — and was forced to restructure to survive.

Nowadays, Mr. Lamontagne is keeping busy making sure the wireless cable and Internet company is offering the best possible service to its 160,000 customers in Ontario and Quebec.

"Digital television is becoming mainstream," he said. "Customers want a lot of television for only a little bit. You can get all the local channels and all the specialty services for \$30.95 a month. It's really unbeatable."

Recently the company launched LookBiz.ca, which offers businesses high-speed Internet access, he added.

He said the company is re-building its culture

and organization around four key objects - best network, best solutions, best employer and best service.

To better improve customer relations, Look held an open house at its head office on Lawson Road last month.

Customers were invited to tour the technical operations, including the satellite 'dish farm', National Monitoring Centre, Technical Support Centre and corporate offices.

The 1,000 individuals who came out for the open house also had the chance to meet support staff and the management team, as well as ask questions.

"I was really pleased that so many people from across Ontario turned out for the event," Mr. Lamontagne continued.

"This kind of open-door attitude is quite rare in

the telecommunications industry these days. We want to make ourselves accessible to our customers. We wanted our customers to get to know us better and to see the operation of the company, which they normally wouldn't see. The open house is proof of our commitment to providing our customers with the best and most approachable customer service. We certainly plan on hosting more of these events in the future."

Mr. Lamontagne said he believes Look has remained successful due in part to excellent customer service and a growing demand for wireless communication.

"In the end, customers want a company that will answer the phones and have answers to their problems. That's the kind of company we are."

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