



Got Cloud Voice? Don't Let Your Competitor Beat You To It

ATS Communications Explains the Power of Productivity and Profitability from Cloud Voice

Concord, CA – December 16, 2015- It's no secret that the business world isn't what it used to be. Simply put, the old age of operating within the normal hours of 8-5pm is an outdated paradigm. The traditional workforce is no longer the norm and remote workforces continue to grow in number because of the drastic reduction in overhead and increases in employee satisfaction. While this level of flexibility was unavailable in years prior, expanded capacities offered by the latest in technology have made this new working environment possible. This new environment is also enabling businesses to keep their customers happier than ever before. Companies leveraging the latest technologies, like cloud voice, are able to keep their customers happy 24/7, which is leaving their competition in the dust. The business leaders who have shifted their mindsets in order to take advantage of these new opportunities are being rewarded handsomely.

One problem that virtually every company faces is the need for quick responses. This is especially true of inbound customer calls. In the past, when a customer would call-in and seek immediate support, companies would typically juggle the phone call between departments, until the customer was frustrated and then eventually transfer the call out to a manager's

cell phone, where they would usually have to leave a voice mail and wait for a call back. As you can expect, it didn't take businesses long to realize that this way of conducting business was completely unacceptable and damaging relationships.

Companies have solved this problem with Cloud Voice phone systems. Since these systems operate "in the cloud" they are no longer tied to a single physical location and can accommodate the flexible workforce better than ever before. Best of all, the corporate experience is maintained all the way through and calls are handled with more elegance and professionalism than ever before. From the customer's perspective, it's as if these two were sitting right next to each other, collaborating on the issue at hand and resolving it as quickly as possible. The bottom line here is that when customers feel important and valued, they will continue to do business with any company. This is a rarity in today's marketplace and technology is transcending these limitations better than ever before and this is making it much tougher for outdated companies to compete.

Also, today's leading companies utilize cloud voice in order to assign "Find Me Anywhere" numbers to staff, which are essentially single numbers that will call the office phone, then cycle to their cell phone, then cycle to other staff members, so that customers can reach the exact department they need, without

being stuck on-hold for long periods of time. These numbers can also be configured to all ring simultaneously, so anyone that can solve that exact customer problem can handle it immediately. Reduced wait times and instant connections with the right person are huge advantages for today's organizations over their competitors. Imagine if your customers never had to wait on-hold again and that they got their problems resolved in only one-step. This is another way in which Cloud Voice is creating competitive advantages.

A superior customer experience is only one reason why more organizations are embracing this technology at an increasing rate. A significant reason that companies are utilizing this technology is because there is no risk. ATS Communications, has created an innovative program to get this type of technology in the hands of business owners without making them invest in equipment which has required large, up-front, capital outlays in the past. Business owners can get access to all equipment and services without any substantial expense as cloud voice can now be acquired on a month-to-month agreement, which incentivizes performance and satisfaction across the board.

Since the barriers to entry for cloud voice are lower than they have ever been, it's no surprise that this is gaining widespread adoption. Businesses need to be aware of these solutions and need

to take advantage of these opportunities to get a leg up on their competitors as soon as possible, before they're beat to the punch.

ABOUT ATS COMMUNICATIONS

ATS is a technology provider that partners with businesses to implement state of the art data networking and IT Infrastructure, telecommunications, security and business continuity products and services through a proactive

managed services model. With expertise on a wide range of voice and data products, ATS Communications is a business' complete voice and data partner. Their services match the needs of small and medium size enterprises with optimized technology that provide best practice solutions which creates a competitive advantage and a positive impacts to the client's bottom line. With 39 years of experience, ATS has gained an excellent reputation for designing, implementing and proactively supporting solutions

that focus on converging voice and data applications and has been recognized for outstanding performance by several of the industry's top manufacturers. These credentials have allowed ATS to grow and partner with businesses throughout Northern California and across the United States. ATS has three California offices located in Concord, Sacramento and Redding. For more information, call their corporate office in Concord at (925) 602-1500 or visit www.atscommunications.com.