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Want to Streamline Your Business and Provide a Better Customer Experience? Using the Right Communications Technology Will Help You Do Just That

ATS Communications Explains the Value of Voice Documentation and Why Businesses Should Care

CONCORD, CA - June 24, 2010 - When a business owner is looking to set up the phones within his company, he can't help but be overwhelmed with complex terms like VoIP, SIP, Hosted VoIP, PBX Systems, Managed Services, and Unified Communications. In today's world, a business owner is expected to understand the relevance and significance of every single feature that their Unified Communications provider offers. However, many business owners don't receive the proper explanation as to how that feature can be applied to benefit their organization. Some of the usages of the Voice Documentation feature make it one of the top features a business owner should take into consideration when examining their communications needs.

The most obvious application of Voice Documentation is in situations that deal with liability. Professionals who deal with the dissemination of sensitive information should be using Voice Documentation at all times, as it is the easiest way to ensure compliance to procedures and reduce the risk of litigation. Voice Documentation is indispensable to both the Medical and Legal fields and it would be reckless for an organization to continue to run itself without implementing this technology.

One of the other usages of Voice Documentation, which is often overlooked, is as a training tool for a sales team. When a salesperson is given the opportunity to record his or her calls, they can review their recordings to improve their skills and understand how they *really* sound when they're communicating with prospects. This easy to use tool helps managers coach salespeople in a constructive manner and

improve the overall health of the company. Customer service representatives are also well suited to take advantage of this type of function when working with customers. When a conversation takes a turn and needs to be recorded, contemporary Voice Documentation technology provides users with a way to record a conversation even after a call has been initiated. Users can then add their own comments and send that recording as an attachment in an email. This simple, but necessary technology, is allowing professionals to collaborate, create accountability and improve their businesses like never before.

From my experiences, most companies would be *shocked* by what their employees are saying, how they're saying it, and what message they're communicating to the outside world. I couldn't imagine running a sales force without giving our salespeople the ability to listen to their own recordings. This tool is as valuable as it is practical, and it has provided our organization with a much-needed competitive advantage *even in today's markets*.

As the world continues to flatten, more companies are entering existing markets, while even more competitors are extending their reach into new markets. The added pressure of the financial crisis is pushing businesses harder than ever to find new ways to differentiate themselves. In order to stay competitive, businesses need to leverage technologies in order to create competitive advantages for themselves. Voice Documentation is one the simplest and most cost-effective ways to accomplish this, so it's only a matter of time before this becomes an industry standard. In sum, if you haven't started using Voice Documentation yet... you will.

ABOUT ATS COMMUNICATIONS

ATS Communications is a business' complete voice and data partner with expertise on a wide range of voice and data products. Their services match small and medium size enterprises with optimized technology that provide best business practices. This core philosophy motivates ATS to provide technical solutions and creates a competitive advantage for clients' business and positively impacts their bottom line. With 35 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 their strategic partners including Cisco and Toshiba. Additionally, ATS has been identified as one of the Top 25 East Bay companies in their industry by a leading publication for six consecutive years. These credentials have allowed ATS to grow and partner with businesses throughout the greater Bay Area and Northern California. ATS has three 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.