



John Zeller
President/CEO

ATS COMMUNICATIONS HELPS ACCELERATE THE REBIRTH OF THE AUTOMOTIVE INDUSTRY

Automotive Dealers Creating Competitive Advantages with New Technology

SACRAMENTO, CA — October 29, 2013 — ATS Communications, an industry leader in unified communications, announced today that the company has launched a program that is accelerating the growth of the automotive industry. The momentum in the financial markets has brought a few industries back to pre-recession levels, and with this recovery many automotive dealers are seeing the opportunity to secure a foothold in the marketplace. ATS Communications has developed a unique program that is changing the way in which automotive dealers operate, increase employee productivity and bolster customer service.

The ultimate objectives of automotive dealerships are to deliver exceptional customer service and a great buying experience. Ultimately, the automotive dealer is fueled by the people who are running it and the technology supporting those key employees. Until recently, technology has played a minor role, but new functionality has changed the ways that customers interact with dealerships.

ATS Communications has identified several technologies that make employees more productive

and streamline operations. One example is the functionality offered by Automatic Call Distribution (ACD). ACD phone systems distribute incoming calls to a specific group of terminals that agents, salespeople, customer service, parts departments or administrative staff use. Routing incoming calls is the task of the ACD system. ACD systems are often found in offices that handle large volumes of incoming phone calls from callers who have a specific need (e.g., customer service representatives) at the earliest opportunity. This significantly reduces the amount of time that a customer has to wait on-hold. Customers can connect with employees faster which drives customer service and satisfaction for all parties involved.

Another example is the functionality offered by the ever popular; “Find Me, Follow Me” feature. “Find Me” refers to the ability to receive incoming calls at any location. “Follow Me” refers to the ability to receive calls at any number of designated phones, whether ringing all at once, or in sequence. An example of this in action is when salespeople are walking around the lot showing cars to prospective buyers and suddenly a customer calls their desk phone. Historically, a salesperson would miss all of these calls and just return them whenever

they walk back inside and sit down at their desk. Today’s technology enables them to have that same call ring both their desk phone and their cell phone, at the exact same time. This means no more missed calls and voicemails to return at the end of the day. Salespeople no longer have to waste time playing “phone tag” and can spend more time selling cars and increasing revenue.

ATS Communications is a very experienced organization and has deployed and installed unified communications systems of all types over the past several years to various industries. There is a plethora of technology available, ranging from SIP, disaster recovery, cloud computing and more, but ATS Communications is particularly skilled at finding technology that satisfies the needs of their customers. In fact, their success as a company is due largely to their ability to leverage technology to create competitive advantages for their customers.

Dealerships are in an extremely competitive marketplace and finding ways to streamline operations, keep the customer connected to salespeople and increase customer service levels are of the utmost importance to success. By working with a provider like ATS Communications, dealerships can increase their productivity and give

themselves a unique competitive advantage.

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.