



## **ATS Communications Educates Business Owners On Technology** **With State-Of-The-Art Creative Marketing Program**

CONCORD, CA — June 31, 2014 – ATS Communications, a leader in unified communications, announced today that they have launched an educational marketing program for their customers in order to create constant connection and keep their customers up to date with the latest technology. While the overwhelming majority of today's businesses seem to avoid directly interacting with their customers at all costs, ATS Communications has taken the complete opposite approach. The goal of the program is to create the most proactive, productive, ongoing dialogue with their customers ever. Their mission is to become their customers' trusted resource, capable of helping their customers solve their problems across all areas of business.

E-mail messaging has long been used for push-based marketing, where an organization can blanket broadcast a one-way message. The problem with this method is that this communication strategy has been overused and businesspeople cannot be heard through the proverbial noise that every other organization is making. The world is in a battle for the customer's attention and increased competition has made this method of engagement drastically less effective. This key differentiator in the program is that its goal is to foster two-way conversation centered on a customer's need. ATS Communications' Program is able to analyze customer interest in real-time and identify which point solutions

their customers are most interested in, so when someone from the company reaches out, they can get straight to discussing technologies that the customer has already shown interest in, saving time and creating more value in every conversation.

"We've been very excited about this program for a while now," stated Sanford Gladding, Vice President/Sales & Marketing of ATS Communications. "The high-profile clients we work with are usually insanely busy and the more efficient we can be, the better. Our customers' most precious resource is their time, which is why we've made sure to engineer a marketing program that ensures every conversation we engage in, is as productive as possible. There is so much that technology can offer a business, especially as it relates to increasing their profitability, that we needed a tool like this to help us hone in on what our customers need today. In order to accelerate our customers' businesses and give them a competitive advantage, we quickly learned that a proactive approach is best and this program allows us to do just that."

This approach to educational, content-based marketing is revolutionary because it reverts back to common sense. Businesspeople want to have relationships with experts who can explain complex concepts simply, who are consistent in their communication and who want to actually speak to one another directly.

### **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](http://www.atscommunications.com).