



## **ATS Communications Educates SMBs on How WebRTC Can Enhance Customer Experience**

*Leading Managed Technology Services Provider (MTSP) Shares a New Technology That Will Change the Way We Connect Online*

CONCORD, CA – June 2019 - ATS Communications a leading managed technology services provider (MTSP), announced that WebRTC (Real-Time Communications) is set to change the way companies communicate. WebRTC is a way to make phone calls, video calls, send instant messages, and share files with nothing but a web browser. WebRTC is already compatible with an estimate of over 2 billion browsers and is being supported by the major players, including Apple, Google, Microsoft, Mozilla, and Opera. This means companies who want to connect with their customers won't need their customers to call in through a phone number nor will they be forced to download an app beforehand in order to interact. Communication is poised to become more seamless than ever before, which is a huge opportunity for enhancing customer experience.

Imagine putting a link on your homepage and then with a single click, your customer is instantly in a video chat with one of your customer service representatives. The possibilities for tailoring a customized interaction are limitless at this level because you can already ascertain a certain base level of knowledge about what the customer is experiencing based on which link they clicked. This could very well end the need for phone extensions,

dial-by-name directories, and being put on-hold, ever again. This is big news for businesses who differentiate themselves based on customer service. With WebRTC they can even connect directly with the exact location, exact department and team member that is best suited to fix their issue.

“We're very excited for WebRTC to reach the mainstream,” stated Sanford Gladding President of ATS Communications. “With WebRTC, we're actively innovating and figuring out new ways to enhance the customer experience across dozens of industries. This is one of those global innovations that changes things permanently. Mark my words, this is going to be revolutionary for the way we communicate and how business gets done in the modern world.”

WebRTC at its simplest is about elevating the way we all connect. It represents the pent-up customer demand for faster, more personalized and efficient communication with businesses of the future. ATS Communications is advising and assisting businesses as a trusted technology advisor to help them not only to navigate this transition, but to increase their bottom-line by leveraging this new and exciting technology.

### **ABOUT ATS COMMUNICATIONS**

ATS is a technology solutions provider that partners with businesses to implement the latest

enterprise networking and IT infrastructure, unified communications, cyber-security, business continuity, video surveillance and cloud infrastructure. These products and services are delivered as a proactive managed service model providing peace of mind that all critical business systems meet expectations of high availability, security and optimization. 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 makes a positive impact to the client's bottom line. With over 40 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.teamats.com](http://www.teamats.com).