



Sanford Gladding  
President

## **ATS Provides AI Receptionist for Business Phone Systems**

*New Technology Helps Businesses  
Answer Every Call, Improve  
Customer Service, and Free  
Employees for Higher-Value Work*

CONCORD, CA – August 25, 2026 – ATS, a leading managed technology services provider (MTSP), announced today that the company provides a new artificial intelligence-powered receptionist solution designed to help businesses improve customer service, eliminate missed calls, and improve user experience beyond the typical auto-attendant experience.

For many organizations, every missed call represents a missed opportunity. Whether it's a prospective customer calling after hours, a client needing assistance, or a vendor seeking information, unanswered calls can lead to lost revenue and frustrated customers. Their AI Receptionist helps solve that problem by providing businesses with a virtual front desk that answers calls 24 hours a day, 7 days a week, 365 days a year.

"Business owners don't want callers sitting on hold, getting voicemail, or struggling through complicated phone menus," said Sanford Gladding, President of ATS. "They want customers to get answers quickly and reach the right person without frustration. That's exactly what artificial intelligence is designed to do."

Unlike traditional automated phone systems that force callers through a series of button prompts, which often leads to repetition,

frustrating loops and time-consuming processes, their AI Receptionist interacts naturally with callers, understands common questions, and helps route people to the appropriate department or employee, so clients are served correctly, the first time.

The technology is especially valuable for businesses that receive a large volume of repetitive phone calls, operate across multiple locations, or want to provide after-hours coverage without adding additional staff. In addition to improving customer service, the AI Receptionist can help employees become more productive by reducing constant interruptions from routine inquiries.

"Many employees spend a surprising amount of time answering the same questions over and over again," Gladding added. "When those routine calls are handled automatically, staff can focus on serving customers, solving problems, and growing the business."

Unlike traditional staffing challenges, the AI Receptionist doesn't require ongoing training, or struggle during busy periods. It delivers the same professional experience whether it's handling one call or one hundred, which is important as businesses scale and want to maintain their customer service level consistency.

"For business owners, the value is straightforward: answer more calls, improve customer experience, and allow employees to focus on the work that matters most," commented Gladding.

### **ABOUT ATS**

ATS Communications is an award-winning managed intelligence provider serving small and medium-sized businesses throughout Northern California and across the United States. The company distinguishes itself by unifying managed IT services, enterprise-grade cybersecurity, and practical AI strategy into a single, integrated offering – enabling SMBs not only to remain secure and operational, but also to become more intelligent, efficient, and competitive. ATS designs, implements, and proactively supports enterprise IT networking and infrastructure, comprehensive cybersecurity solutions, unified communications, business continuity, cloud technologies, and video surveillance through a managed services model centered on reliability, security, and optimization.

With more than 50 years of experience, ATS has earned a strong reputation as a trusted technology partner committed to delivering best-practice solutions that enhance performance, strengthen resilience, and create measurable business value. ATS has offices in Concord and Sacramento, California. For more information, call the corporate office in Concord at (925) 602-1500 or visit [www.teamATS.com](http://www.teamATS.com).