



John Uehling
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Contrast Improves Mobile Work Experience for Small to Mid-Sized Businesses

Leading Managed Technology Services Provider Drives Productivity and Employee Satisfaction

NE and Central PA – December 26, 2023 - Contrast, a leading managed technology services provider (MTSP), announced today new solutions to enhance the mobile work experience for small to mid-sized businesses (SMBs). As remote and hybrid work environments have become the norm, SMBs must provide employees with robust communication and collaboration capabilities. Advanced technology solutions for mobile employees have shifted from “nice-to-have” to “absolute necessity”. By improving mobile communication capabilities, Contrast is empowering SMBs to increase their employees’ productivity, foster collaboration, and ultimately, drive client satisfaction.

Every business is looking for ways to increase efficiency as they grow. One of the first ways to achieve that is to ensure that an organization’s unified communications system provides employees with access to whichever form of instant messaging/SMS texting capabilities necessary to reach clients/coworkers on-the-fly. For example, if a real estate agency needs to coordinate open house schedules and gather real-time feedback from both agents and brokers simultaneously, their underlying phone system needs to equip them with group messaging

capabilities that integrate IMs/SMS texts into a single thread of conversation. Mobile messaging is integral to teams that need to collaborate quickly and seamlessly.

Another simple, yet effective way to boost productivity is to optimize call routing. For example, if staff are not available at their desk, every voice/VoIP system needs to automatically redirect calls so they go to the right person, without sending clients on an “out-of-office” scavenger hunt. Autoresponders should be redundant not a requirement for clients to reach an organization. For example, a home healthcare provider might have clients who cannot afford to waste time being rerouted from one person to the next, over and over, especially if they have a time-sensitive health issue. Automated call routing can permanently fix this type of problem, so patients are not shuffled around from office staff to field nurses to voicemail. Intelligent call routing is especially vital in these types of industries and can boost productivity for remote teams in any field.

AI applications are also incorporated into the technology which can listen to conversations, analyze interactions and suggest solutions for improvement based off of real client conversations. This application helps SMBs improve customer experience.

"Flexible mobile capabilities are crucial for SMBs in today's work environment," said John Uehling, CEO at Contrast. "Our solutions enable seamless communication,

effective collaboration and complete access to business tools regardless of location. This allows our clients to improve productivity and drive their business forward."

As the workforce grows more mobile, businesses must provide tools to connect and collaborate from anywhere. Contrast tailors solutions to equip SMBs with the mobile capabilities needed for success today and growth tomorrow.

ABOUT CONTRAST

Contrast is a regional provider of Communication and IT solutions and services. We provide custom on-premise and cloud-based solutions, managed services and live, 24/7 customer support for voice and unified communications systems, contact centers, HD video conferencing, infrastructure, networking, and storage and back-up. High performance businesses, governments and non-profit organizations choose Contrast to CONNECT, CLOUD-enable and CARE for their end-to-end communication and IT requirements. For more information please visit <https://www.contrastcommunications.com/> or call (570) 966-1515.