



Michael Smith  
President

## **Contrast Enhances Customer Experience by Investing in AI Automation**

### *Leading MTSP Pioneers New Technology to Advance Customers' Organization*

NE and Central PA – August 29, 2025 - Contrast, a leading managed technology services provider (MTSP), announced today that the company invested in artificial intelligence (AI) automation to improve and dramatically enhance the quality and speed of support they deliver to clients. As a technology leader, Contrast is focused on finding new ways to improve their capacity to serve clients at a higher level and AI automation is a fantastic means to achieve that objective.

While many business owners are familiar with large language models (LLMs) like ChatGPT, most are still underestimating the technology's potential to improve efficiency and employee performance. In fact, modern AI tools are doing far more than chatbot scripts or reactive alerts. Contrast has integrated agentic solutions into the back end of service delivery across multiple industries. AI automations are immensely helpful to any organization — whether that means preemptively flagging issues before problems arise, streamline ticket workflows so resolutions happen faster, freeing technicians from repetitive troubleshooting by auto-resolving common issues, generating smarter data and insights that improve future support. Regardless of application, the purpose of AI automations is to

drive a higher quality user experience, which is precisely what Contrast is dedicated to achieving.

By implementing AI automation internally, existing clients will receive better support, at faster speeds than ever before. After Contrast harnessed this powerful technology to benefit their clients, their immediate reaction was to actively share this knowledge by collaborating with clients. That way they can share notes regarding other AI automations which will help their customers scale their businesses more effectively and profitably.

“This is exactly what AI should be doing—eliminating repetitive work and giving humans back the time to focus on high-value tasks,” said Michael Smith, President of Contrast. “AI multiplies our capacity to serve. This is our objective with our customers — how do we leverage our technological expertise to give them a competitive advantage, so they outperform their competition?”

As a result of this recent implementation, Contrast's technicians can now spend more time solving complex problems, building relationships, and consulting on bigger-picture technology strategy for its clients. “We consider it our duty to serve as a CTO for the organizations we support,” added Smith. “It's not just about offering single point solutions. It's about giving them dozens of technological advantages so their competitors simply cannot

compete with them. We want them to win. Period.”

On an internal level, Smith also added, “Clients might not see the AI tools at work — but they'll feel the difference. We're proud that we're constantly reinventing ourselves so that our clients get to work with a managed technology services provider who is more agile, proactive, and reliable than anyone else in the business.”

Smith later added, “If your provider isn't exploring ways to use AI to support your organization more effectively, you're probably paying the same—and getting less. We see AI productivity gains as the new standard for world-class service.”

### **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 backup. 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.