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## **Midland Communications Teams Up With Wygant To Provide Businesses With Voice/Data Recording, Quality Management, and Archiving Solutions**

*Partnership Gives Small to Mid-Sized Companies the Ability to Adopt Communications Technology Previously Employed by Only Large Enterprises*

DAVENPORT, IA – April 30, 2007 - Midland Communications, a leader in business communications, announced today that it has teamed up with Wygant, a TeleDirect International company, to provide businesses with voice and data recording, quality management, and archiving solutions. The strategic partnership gives small to mid-sized companies the unique ability to adopt communications technology previously employed by only large enterprises.

Small enterprises can now take control of their business communications with Wygant's Encore Small Enterprise Recorder. Wygant's new small business recording solution is flexible, accurate, and reliable. Designed to assist small businesses with the evolving standards and regulations for recording, Encore efficiently addresses liability and order verification recording and employee training. With the optional CenterPlus component, businesses can evaluate agent performance, track strengths and weaknesses, and follow up with targeted coaching and training to deliver results.

Area businesses that deploy Encore will enjoy a number of benefits. These include open, non-proprietary architecture that uses standard file formats and databases in simple-to-use Windows® environment, 100% of calls may be recorded for evaluation purposes, user friendly screens and logical workflow makes agent training easy, and the flexible

architecture offers scalability from small workgroups to large call center environments.

"We conducted a thorough analysis of call recording solutions in the marketplace and determined that Encore was the right choice for our valuable customer base," said Jason Smith, sales manager of Midland Communications. "Not only is Wygant's engineering superb but it is also very cost-effective, compared to competitive products. The solution is practical for just about any company in any industry. For example, managers can record and store employee conversations with customers and utilize the system's technology to evaluate call quality. Understanding what's being communicated on a phone conversation can make or break any business."

"The heart and lifeblood of a company is its customer facing departments," stated David Lezak, president of Wygant. "This could be sales, customer service, shipping/receiving, and the help desk. Every interaction employees have with customers could earn a new customer, retain a current customer or, unfortunately, lose a customer—providing the very reason to employ call recording and quality management. Our solutions monitor work against a consistent set of Key Performance Indicators (KPIs), offering personalized coaching to help hone an employees skills as well as track their on-going success. We're

excited about this partnership with Access Telecom and assisting their mission of increasing their customer's profitability and giving them a competitive advantage through the use of Wygant's technology."

### **ABOUT MIDLAND COMMUNICATIONS**

Midland Communications began more than 60 years ago in 1946 as the Worldwide Marketing Arm of Victor-Animagraph Projectors. In 1977 a communications division was formed due to a partnership with NEC America. Today, As a distributor of NEC America, for 33 years, Midland Communications has a customer base of more than 3,000 satisfied customers that include general businesses, government agencies, Universities, colleges, hospitals, and hotels.

Midland provides a wide range of communication services including VOIP, PBX and key systems, Wide Area and Local Area networking, computers, Computer integration, voice mail, CCIS, and video conferencing and paging systems. Our philosophy is simple, provide quality products at a fair price, backed by an average emergency response time of twenty minutes, and the best service in the industry. For more information on Midland Communications, call (563) 326-1237 or visit [www.midlandcom.com](http://www.midlandcom.com).

## **ABOUT WYGANT**

Founded in 1983, Wygant delivers innovative voice/data recording solutions, quality management solutions through monitoring, analytics, and voice processing systems that help customers optimize their workforce, increase revenues and satisfy their customers. Wygant is the developer of Encore<sup>®</sup>, CenterPlus<sup>®</sup>,

and Portfolio<sup>®</sup>. For more information contact Wygant at 800-688-6423, or visit [www.wygant.com](http://www.wygant.com).

## **ABOUT TELEDIRECT INTERNATIONAL**

Founded in 1983, TeleDirect International, Inc. is the developer of Liberation<sup>®</sup>, a comprehensive and flexible technology platform that

seamlessly integrates Customer Interaction Management (CIM), Customer Relationship Management (CRM), and Workforce Optimization (WFO) applications to help companies accelerate revenues and improve the efficiency of their revenue producers. For more information contact TeleDirect International at 480-585-6464 or visit [www.tdirect.com](http://www.tdirect.com).