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Got Cloud Voice? Don't Let Your Competitor Beat You To It

Midland Communications Explains the Power of Productivity and Profitability from Cloud Voice

Davenport, IA – December 16, 2015- It's no secret that the business world isn't what it used to be. Simply put, the old age of operating within the normal hours of 8-5pm is an outdated paradigm. The traditional workforce is no longer the norm and remote workforces continue to grow in number because of the drastic reduction in overhead and increases in employee satisfaction. While this level of flexibility was unavailable in years prior, expanded capacities offered by the latest in technology have made this new working environment possible. This new environment is also enabling businesses to keep their customers happier than ever before. Companies leveraging the latest technologies, like cloud voice, are able to keep their customers happy 24/7, which is leaving their competition in the dust. The business leaders who have shifted their mindsets in order to take advantage of these new opportunities are being rewarded handsomely.

One problem that virtually every company faces is the need for quick responses. This is especially true of inbound customer calls. In the past, when a customer would call-in and seek immediate support, companies would typically juggle

the phone call between departments, until the customer was frustrated and then eventually transfer the call out to a manager's cell phone, where they would usually have to leave a voice mail and wait for a call back. As you can expect, it didn't take businesses long to realize that this way of conducting business was completely unacceptable and damaging relationships.

Companies have solved this problem with Cloud Voice phone systems. Since these systems operate "in the cloud" they are no longer tied to a single physical location and can accommodate the flexible workforce better than ever before. Best of all, the corporate experience is maintained all the way through and calls are handled with more elegance and professionalism than ever before. From the customer's perspective, it's as if these two were sitting right next to each other, collaborating on the issue at hand and resolving it as quickly as possible. The bottom line here is that when customers feel important and valued, they will continue to do business with any company. This is a rarity in today's marketplace and technology is transcending these limitations better than ever before and this is making it much tougher for outdated companies to compete.

Also, today's leading companies utilize cloud voice in order to assign "Find Me

Anywhere" numbers to staff, which are essentially single numbers that will call the office phone, then cycle to their cell phone, then cycle to other staff members, so that customers can reach the exact department they need, without being stuck on-hold for long periods of time. These numbers can also be configured to all ring simultaneously, so anyone that can solve that exact customer problem can handle it immediately. Reduced wait times and instant connections with the right person are huge advantages for today's organizations over their competitors. Imagine if your customers never had to wait on-hold again and that they got their problems resolved in only one-step. This is another way in which Cloud Voice is creating competitive advantages.

A superior customer experience is only one reason why more organizations are embracing this technology at an increasing rate. A significant reason that companies are utilizing this technology is because there is no risk. Midland Communications, has created an innovative program to get this type of technology in the hands of business owners without making them invest in equipment which has required large, up-front, capital outlays in the past. Business owners can get access to all equipment and services without any substantial expense as cloud voice

can now be acquired on a month-to-month agreement, which incentivizes performance and satisfaction across the board.

Since the barriers to entry for cloud voice are lower than they have ever been, it's no surprise that this is gaining widespread adoption. Businesses need to be aware of these solutions and need to take advantage of these opportunities to get a leg up on their competitors as soon as possible, before they're beat to the punch.

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.