



Jason Smith  
Vice President

## **Midland Technologies Drives Small to Mid-Sized Businesses' Profitability and Performance with the Latest in Integrated Contact Center Technology**

*Leading Managed Technology Services Provider Enhances Productivity and Customer Service for Local Organizations*

DAVENPORT, IA – May 30, 2023 - Midland Technologies a leading Managed Technology Services Provider (MTSP), announced today that the company is delivering the latest in Integrated Contact Center (ICC) technology to the region's small to mid-sized businesses (SMBs). Midland Technologies's technology is designed to help organizations with contact centers and customer service departments enhance their customers' experience and drive their employees' productivity.

Customers still prefer to speak with customer service over the phone and this is why it's so important for SMBs to get this central pillar of customer experience right. A survey conducted by Hubspot, a CRM platform that connects marketing, sales, content management, and customer service found that "69% [of people] prefer to use phone support over chat or 'other' support channels." Midland Technologies has responded to this trend by bringing the latest in Integrated Contact Center tech to businesses that field a high volume of customer service calls and need their contact center teams to perform at the highest levels.

"Technology is the backbone to delivering an exceptional customer

experience," stated Jason Smith, Vice President of Midland Technologies. "Companies need to give their team the best tool that will drive the greatest customer engagement outcome. Many businesses assume their customer experience is fantastic because they put in a lot of effort; however, it's important that you have metrics, data, reporting and technological superiority to back up those assumptions. Our role is to educate our customers and outline the return on their technology investment."

Contact Center technology has evolved significantly in the past few years. Midland Technologies has compiled a "4-Point Checklist" to help business owners determine if their Integrated Contact Center (ICC) technology is up to par with market standards. According to Midland Technologies, the 5 functions a modern ICC must deliver are:

**1. Improved Collaboration:** employees don't want a million apps to check. They need to manage their corporate communications from a single, intuitive interface which functions properly no matter which operating system they use. That means they need to easily be able to get ahold of their coworkers through phone calls, sending instant messages, participating in corporate group chats, and starting audio/video conferences "on-the-fly." The best ICC solutions also have "Presence Management" which allows employees to quickly judge the availability of coworkers from their

Presence state so they reach out when there's a higher probability of their message being received."

**2. Increased Productivity:** Any solution should come pre-packaged with features to streamline processes and improve customer service departments of any size or call volume. Ultimately, this means that employees should be able to handle a higher volume of customer calls or they must be better equipped to handle them more efficiently, which results in increased productivity and profitability.

**3. Flexibility:** The latest software-based phone systems enables the contact center or customer service department to scale up or down as business ebbs and flows because of promotions, seasonality or business growth.

**4. Customizable Reporting:** If your contact center phone system doesn't have robust reporting capabilities, management cannot make strategic decisions. Imagine your CFO only reported one number to you at the end of the year, instead of providing monthly reports from which leadership can derive insights. Access to historical data to analyze the business' productivity and improve operations is one of the main reasons to invest in a contact center system in the first place.

"The most important thing any business has are happy customers," added Mr. Smith. "Arming your team with the best Integrated Contact Center technology so they can excel in exceeding customer expectations

is critical to business success. Midland Technologies strives to exceed our customers' expectations because we determine what's right for our customers, educate them on how to utilize it, and then guide them to providing an environment where customers and employees thrive."

## **ABOUT MIDLAND TECHNOLOGIES**

Midland Technologies began more than 70 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 Technologies 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 Technologies, call (563) 326-1237 or visit [www.midlandcom.com](http://www.midlandcom.com)