



Matt Duray  
President

## **Connect Telephone & Computer Group Increases Customer Profitability in a Down Economy with the Latest Technologies**

*Region's Leading Technology Provider  
Helps Businesses Do More with Less*

BILLINGS, MT – March 28, 2011 – Connect Telephone & Computer Group, an industry leader in unified communications, announced today that the company is relentlessly educating its customers on the latest technologies designed to increase their profitability and enhance employee productivity, particularly in these tough economic times. The technologies that Connect Telephone & Computer Group is focusing on helps companies do more with less. While the economic whiplash has sent many companies back to the starting block, others are capitalizing on these types of advancements to better position themselves for recovery. The financial gurus may try to convince business owners that a dreaded double-dip is imminent, but for the technologically adept, an uptrend is more likely. Connect Telephone & Computer Group, is paving the way by introducing businesses to leading edge technologies that drive profitability, now.

“We understand that the economy has mounted tremendous pressure on our customers to be

more productive, with fewer resources at their disposal. We believe that it is our responsibility to proactively search and deploy solutions that drive our customers' profitability and provide them with a competitive advantage. It's up to us to make sure that our customers have technology that enables them to do more with less,” stated President, Matt Duray.

One of the ways that Connect Telephone & Computer Group is boosting customer profitability is through an application called presence management. This application eliminates the guessing game of knowing where people are and what they're doing, and allows individuals to indicate their status (in a meeting, “back at 2pm,” at lunch, “send calls to my cell”, etc.) and promises “you'll never miss a call again.” By increasing the speed of communication, more opportunities can be seized; more current customers can be satisfied, and more profits can make it to the bottom line.

Similarly, Connect Telephone & Computer Group is utilizing call recording technology in order to help organizations increase employee productivity. According to Dr. Jon Anton from Purdue

University, “On average, employees answer the phone 19% faster, spend 29% less time on the phone and do after-call work three times faster when they know they're being recorded.” Remarkably, many business owners have not adopted call recording technologies. Connect Telephone & Computer Group is looking to “bridge the gap” by educating their customers on solutions aimed to help small to mid-sized businesses come out on top.

### **ABOUT CONNECT TELEPHONE & COMPUTER GROUP**

Connect Telephone & Computer Group is Montana's premier telephone and data communications group. Connect provides industry-leading products, serviced by the most certified technicians in the region. The company's local dispatch center delivers round-the-clock service to ensure system reliability. The Connect Group also offers comprehensive service 24 hours a day, 7 days a week and emergency service guaranteed within 4 hours.