



Matt Duray  
President

## **Connect Telephone & Computer Group Educates Business Owners On Technology With State-Of-The-Art Creative Marketing Program**

BILLINGS, MT — May 30, 2014 – Connect Telephone & Computer Group, a leader in unified communications, announced today that they have launched an educational marketing program for their customers in order to create constant connection and keep their customers up to date with the latest technology. While the overwhelming majority of today's businesses seem to avoid directly interacting with their customers at all costs, Connect Telephone & Computer Group has taken the complete opposite approach. The goal of the program is to create the most proactive, productive, ongoing dialogue with their customers ever. Their mission is to become their customers' trusted resource, capable of helping their customers solve their problems across all areas of business.

E-mail messaging has long been used for push-based marketing, where an organization can blanket broadcast a one-way message. The problem with this method is that this communication strategy has been overused and businesspeople cannot be heard through the proverbial noise that every other organization is making. The world is in a battle for the customer's attention and increased

competition has made this method of engagement drastically less effective. This key differentiator in the program is that its goal is to foster two-way conversation centered on a customer's need. Connect Telephone & Computer Group's Program is able to analyze customer interest in real-time and identify which point solutions their customers are most interested in, so when someone from the company reaches out, they can get straight to discussing technologies that the customer has already shown interest in, saving time and creating more value in every conversation.

"We've been very excited about this program for a while now," stated Matt Duray, President of Connect Telephone & Computer Group. "The high-profile clients we work with are usually insanely busy and the more efficient we can be, the better. Our customers' most precious resource is their time, which is why we've made sure to engineer a marketing program that ensures every conversation we engage in, is as productive as possible. There is so much that technology can offer a business, especially as it relates to increasing their profitability, that we needed a tool like this to help us hone in on what our customers need today. In order to accelerate our customers'

businesses and give them a competitive advantage, we quickly learned that a proactive approach is best and this program allows us to do just that."

This approach to educational, content-based marketing is revolutionary because it reverts back to common sense. Businesspeople want to have relationships with experts who can explain complex concepts simply, who are consistent in their communication and who want to actually speak to one another directly.

### **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.