



## **Connect Telephone & Computer Group Educates SMBs on How WebRTC Can Enhance Customer Experience**

*Leading Managed Technology Services Provider (MTSP) Shares a New Technology That Will Change the Way We Connect Online*

BILLINGS, MT – June 2019 - Connect Telephone & Computer Group a leading managed technology services provider (MTSP), announced that WebRTC (Real-Time Communications) is set to change the way companies communicate. WebRTC is a way to make phone calls, video calls, send instant messages, and share files with nothing but a web browser. WebRTC is already compatible with an estimate of over 2 billion browsers and is being supported by the major players, including Apple, Google, Microsoft, Mozilla, and Opera. This means companies who want to connect with their customers won't need their customers to call in through a phone number nor will they be forced to download an app beforehand in order to interact. Communication is poised to become more seamless than ever before, which is a huge opportunity for enhancing customer experience.

Imagine putting a link on your homepage and then with a single

click, your customer is instantly in a video chat with one of your customer service representatives. The possibilities for tailoring a customized interaction are limitless at this level because you can already ascertain a certain base level of knowledge about what the customer is experiencing based on which link they clicked. This could very well end the need for phone extensions, dial-by-name directories, and being put on-hold, ever again. This is big news for businesses who differentiate themselves based on customer service. With WebRTC they can even connect directly with the exact location, exact department and team member that is best suited to fix their issue.

"We're very excited for WebRTC to reach the mainstream," stated Matt Duray President of Connect Telephone & Computer Group. "With WebRTC, we're actively innovating and figuring out new ways to enhance the customer experience across dozens of industries. This is one of those global innovations that changes things permanently. Mark my words, this is going to be revolutionary for the way we communicate and how business gets done in the modern world."

WebRTC at its simplest is about elevating the way we all connect. It represents the pent-up customer demand for faster, more personalized and efficient communication with businesses of the future. Connect Telephone & Computer Group is advising and assisting businesses as a trusted technology advisor to help them not only to navigate this transition, but to increase their bottom-line by leveraging this new and exciting technology.

### **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.