



Northeast IS 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

ALBANY, NY – July 2019 - Northeast IS 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 C.G. Frink President of Northeast IS. “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. Northeast IS 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 NORTHEAST IS

For over 45 years and 3,000 customers, Northeast IS has been the right choice for business technology solutions in Upstate NY & Vermont. The company's primary focus is to leverage advanced voice, data and video technologies to improve our customer's business processes resulting in greater profitability, improved security and increased customer satisfaction. Northeast IS employs leading edge products from tier one manufacturers to design cost effective solutions backed by Factory Certified technical support.

The company's local dispatch center delivers round the clock service to ensure system reliability with guaranteed emergency service response within 2 hours. Northeast IS does business throughout New York, Vermont and nationwide via our network of authorized distributors.

For more information on Northeast IS, call (800) 642-3147 or visit www.northeast-is.com.