



Iain Beveridge  
Vice President

## **All Phase Communications Increases Customer Profitability in a Down Economy with the Latest Technologies**

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

SEATTLE, WA – December 23, 2010 – All Phase Communications, 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 All Phase Communications 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. All Phase Communications, 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 Vice President, Iain Beveridge.

One of the ways that All Phase Communications 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, All Phase Communications 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. All Phase Communications 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 ALL PHASE COMMUNICATIONS**

Founded in 1986, All Phase Communications is a customer-service oriented telecommunications company with more than 20 years experience in the industry. All Phase is a preferred installation provider with leading VoIP (Voice over Internet Protocol) technology partners including ShoreTel and Toshiba. As the name suggests, All Phase handles all phases of VoIP installation including network assessment, system design, project management, system implementation, system deployment and training, and system maintenance. Based in Shoreline, Washington, small, medium and large companies including City of Bellingham, Glacier Fish, Cutter & Buck, Cascade Valley Hospital and Clinics, Ben Bridge Jewelers have relied on All Phase for their VoIP expertise to gain a competitive advantage in the marketplace by reducing operating costs, streamlining customer service, and improving productivity.