



Heidi Woodhead  
Vice President

## **PreCom Increases Customer Profitability in a Down Economy with the Latest Technologies**

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

BOISE, ID – December 23, 2010 – Precision Communications, Inc., dba PreCom, 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 PreCom 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. PreCom, 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, Heidi Woodhead.

One of the ways that PreCom 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, PreCom 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. PreCom 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 PRECOM**

Precision Communications, Inc. dba PreCom, is Idaho's premier voice, data, and video Communications company. Incorporated in 1993, PreCom continues to provide industry leading communication technologies from small businesses to large enterprises. The company puts an emphasis on providing ongoing training for all employees to ensure their customers receive the highest quality products and services available from factory certified technicians and professional staff. Whether you are looking for a business communication system or a new data infrastructure PreCom will assess your needs before every project and design a personalized, communication solution to meet your business needs. For more information on PreCom, call (208) 344-3660 or visit [www.precom-inc.com](http://www.precom-inc.com).