



Steve Sawtell  
President

## **Voice & Data Systems Educates Business Owners On Technology With State-Of-The-Art Creative Marketing Program**

OMAHA, NE AND COUNCIL BLUFFS, IA — June 31, 2014 – Voice & Data Systems, 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, Voice & Data Systems 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. Voice & Data Systems' 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 Steve Sawtell, President of Voice & Data Systems. "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 VOICE & DATA SYSTEMS**

Voice & Data Systems provides state-of-the-art unified communications technology to businesses in the Omaha-Council Bluffs metro and surrounding communities. The company creates customized, turnkey solutions specific to their customer's business for telephone systems, data networks, video surveillance and converged networking applications. Voice & Data Systems friendly, manufacturer-certified technicians are available 24/7 to serve business needs for communication systems as well as voice, data, fiber optic and video cabling, testing and troubleshooting. Their mission is to provide technology solutions that increase their customers' profitability, improve employee productivity, and give them a competitive advantage in their marketplace. For more information, please call (402) 571-9049 or visit [www.voicendata.net](http://www.voicendata.net).