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## **Communications can make or break a company, especially in a service business where customers expect a response 24/7**

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"Communications can make or break a company, especially in a service business where customers expect a prompt response 24/7," said Michael O'Rourke, president of Advanced Communications and Media.

O'Rourke says there's no better example of this than client Level 1 Maintenance which handles maintenance and repairs for over 1,000 property owners and managers in all 50 states. Level 1 has operations centers in Massachusetts and Florida. Advanced Communications recently upgraded their phone system and added a high-tech security system and video conferencing in both offices.

Despite the recession, Level 1 has grown dramatically in recent years as companies outsource maintenance and repairs to cut costs. Operations director Steve Ross says much of Level 1's success is due to its commitment to fast, effective response that can minimize damage and eliminate potential risk factors. "Today a majority of property managers outsource landscaping, electrical work, plowing, etc., to people like us. When they call, we must respond fast. No missed or dropped calls."

With operations centers separated by 1,500 miles, customers scattered across North America, and 40+ employees in each location - mostly account service reps. -quality assurance is vital. Ross said, "We need seamless service for our customers., whether they're calling from Boston, L.A. or anywhere in between. And we want state-of-the-art communications among our own staff members - vital to team-building."

O'Rourke coordinated installation of additional phone lines to handle the increasing call volume. The system includes answering service and voice mail, critical in a 24/7 business.

The new recorded security system includes phones with built-in monitors that allows employees to see who they're speaking to within Level 1, whether they're an office away or 1,500 miles up the coast. Level 1 holds an intra-office (Dedham, Mass. - Tampa, Florida) video conference daily on the office's large screen; then managers can speak privately to individuals via desk phone monitors. The system includes security cameras so managers can monitor activities in both office and all access points.

"We can trace much of our success to improved quality assurance," said Ross, "and we can credit much of that quality to our cutting-edge communications systems from Advanced Communications & Media." Advanced Communications offers a free, no-obligation site survey.

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