



i-NETT 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

LOS ANGELES/VENTURA/ORANGE COUNTY/SAN DIEGO – July 2019 - i-NETT 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 Ryan Mulvany VP of Sales & Marketing of i-NETT. “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. i-NETT 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 I-NETT

Founded in 1982, i-NETT is Southern California’s leading unified communications company. The company’s mission is to increase its customers’ profitability, improve their productivity and give them a competitive advantage by implementing the right technology. i-NETT is the only provider that protects its customers from the two risks of technology - obsolescence and cost. As its customers’ trusted technology advisor, i-NETT has earned the position as the market leader and its customers’ business through quality products and services.

As a premier member of Technology Assurance Group, i-NETT is able to fulfill all of its customers’ technology needs. This means that the organization is the ultimate resource for business phone systems (VoIP and Session Initiation Protocol (SIP) provisioning), Managed IT Services, Network Security, Video Conferencing and Disaster Recovery.

i-NETT delivers future technology today! For more information, please visit please call 800-500-2696 or visit us at www.i-NETT.com.