



Jerry McKenzie  
President

## **Digitel Systems Inc. Increases Customer Profitability in a Down Economy with the Latest Technologies**

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

Vancouver, British Columbia – January 30, 2012 – Digitel Systems Inc., 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 Digitel Systems Inc. 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. Digitel Systems Inc., 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 President, Jerry McKenzie.

One of the ways that Digitel Systems Inc. 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, Digitel Systems Inc. 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. Digitel Systems Inc. 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 DIGITEL SYSTEMS INC.**

Founded in 1984, Digitel Systems is a leader in voice communications in British Columbia. The company’s mission is to increase its customers’ profitability, improve their productivity and give them a competitive advantage by implementing the right technology. Digitel Systems is the only provider that protects its customers from the two risks of technology – obsolescence and cost. Digitel Systems has earned the position as the market leader and it customers’ business through quality products and services.

As a premier member of Technology Assurance Group, Digitel Systems is the ultimate resource for business phones systems, using voice over internet protocol (VOIP), session initiation protocol (SIP) and audio/web conferencing. Digitel also provides comprehensive disaster planning and recovery for local and wide area voice networks.

Digitel Systems delivers future technology today! For more information please call 604-231-0101 or visit [www.digitel.ca](http://www.digitel.ca).