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Roger Wentowski
President

BTS Technologies, Inc. Enhances Their Customers' Profitability With AI-Powered Productivity Tools for Business Communications

Leading MTSP Leverages AI to Maximize Customer Interaction and Satisfaction

BIRMINGHAM, AL – October 27, 2026 – BTS Technologies, Inc., a leading managed technology services provider (MTSP), announced today that the company is helping small to mid-sized businesses (SMBs) maximize value from everyday customer and employee conversations through new AI-powered communication tools. SMBs can now harness AI to automatically capture conversations, identify caller behavior and interaction and ensure critical information never slips through the cracks.

For most businesses, an enormous amount of important information is exchanged over the phone every day. A prospect mentions what they need before they will buy. A vendor provides a deadline. An employee promises to follow up on an issue. Historically, preserving that information depended largely on the person taking the call. They had to listen, eagerly participate, take notes and remember the important details and the customer record was dependent on that employee not making any mistakes.

"Think about how much important information is exchanged during your employees' phone calls every single day," said Roger Wentowski, President at BTS. "Until recently, much of that information either had to be written down manually, potentially recorded in a wav file or disappeared when somebody hung up. Now, AI can help capture those conversations automatically and turn those conversations into meaningful data."

BTS's AI solution leverages live transcription, which converts a conversation into searchable written text as it happens. Instead of stopping to write down a deadline, customer concern or important instruction, employees can remain engaged with the person while the system captures and categorizes content of the conversation in the background. Afterwards, they can search the transcript to quickly find exactly what was discussed. For example, a salesperson can return to a 30-minute prospect conversation and locate the specific concern, pricing question or next step they need without relying on memory or pages of handwritten notes.

Additionally, BTS's AI solution includes real-time sentiment analysis, which detects when a caller's experience may be turning negative. In a customer service environment, this alerts a supervisor while the conversation is still happening, giving the business an opportunity to step in before a frustrated customer becomes a lost customer.

"If you know a customer is getting discouraged or upset while they are on the phone, you still have an opportunity to do something about it," Wentowski added. "A supervisor can support the employee, provide additional information or step into the conversation. That's much more valuable than finding out about the problem after the customer has already left."

AI transcripts and sentiment analysis reports help managers identify patterns across customer conversations. If customers repeatedly mention problems with billing, scheduling, a particular product or another issue, managers have a much easier time assessing which strategic or operational decisions need to be made. "AI enhances employee productivity, which in turn increases profitability and raises the bar of customer service. When AI can make something, your team already does every day faster and easier, that's where it starts creating real

business value," reiterated Wentowski.

ABOUT BTS TECHNOLOGIES, INC.

Founded in 1976, BTS Technologies is Alabama's leading managed technology services provider. The company's mission is to increase its customers' profitability, improve their productivity and give them a competitive advantage by implementing the right technology. BTS Technologies is the only provider that protects its customers from the two risks of technology - obsolescence and cost. As its customers' trusted technology advisor, BTS Technologies has earned the position as the market leader and its customers' business through quality products and services.

BTS Technologies is a premier Member of Technology Assurance Group, an organization of leading managed technology services providers (MTSPs) in the United States and Canada representing $800 million in products and services. This means that the organization is the ultimate resource for Managed IT Services, Cybersecurity, Cloud Solutions, Business Phone Systems (VoIP), and Video Surveillance. BTS Technologies delivers future technology today! For more information, please visit please call 205.290.8400 or visit us at www.askbts.com.