

Business Technology

A Valuable Tool For Business Communication

(NAPSA)—Quick, effective communications with remote workers is now critical for many businesses, as more than a quarter of workers today spend more than half of their time working in the field, according to a study by Forrester Research. Many small and midsize businesses—from delivery services to catering companies—with on-the-go workers are implementing wireless technologies to communicate with field workers in a cost-effective way. A Push to Talk feature added to a company's wireless plan can help mobile workers stay organized, exchange time-sensitive information, alert co-workers of an emergency and locate colleagues with the touch of a button.

In situations when fast, simple communication is necessary, employees can use the technology on their cell phones to place group calls, converse with numerous contacts at one time and quickly check team member availability. Additionally, businesses can cut costs by having employees use one device and phone number whether for voice calls or other wireless communication needs. It helps with customer relations, too, by letting drivers keep customers informed about delivery status and inventory numbers. That may be one reason an IDC survey recently showed that nearly 30 percent of small businesses list the service as one of the most important factors in selecting a wireless carrier.



Communications is key to many companies and today's telephone technology can make it easier than ever.

The technology is now available on select smartphones, letting companies that already use these devices to access e-mail and business information enjoy the benefits of Push to Talk without purchasing new phones. Construction and other types of businesses that may need them can also use a variety of rugged devices built to withstand the harshest working conditions that support the technology.

Business owners can contact their wireless service providers to evaluate their communication needs and add a Push to Talk feature to their wireless plans.

For more information on Push to Talk from Verizon Wireless, visit <http://solutions.vzwshop.com/ptt/>.