



Bev Fearn  
President

## **Phone and Data Works (PDW) Provides AI Receptionist for Business Phone Systems**

*New Technology Helps Businesses  
Answer Every Call, Improve  
Customer Service, and Free  
Employees for Higher-Value Work*

IDAHO – July 29, 2026 – Phone and Data Works (PDW), a leading managed technology services provider (MTSP), announced today that the company provides a new artificial intelligence-powered receptionist solution designed to help businesses improve customer service, eliminate missed calls, and improve user experience beyond the typical auto-attendant experience.

For many organizations, every missed call represents a missed opportunity. Whether it's a prospective customer calling after hours, a client needing assistance, or a vendor seeking information, unanswered calls can lead to lost revenue and frustrated customers. Their AI Receptionist helps solve that problem by providing businesses with a virtual front desk that answers calls 24 hours a day, 7 days a week, 365 days a year.

"Business owners don't want callers sitting on hold, getting voicemail, or struggling through complicated phone menus," said Bev Fearn, President of Phone and Data Works (PDW). "They want customers to get answers quickly and reach the right person without frustration. That's exactly what artificial intelligence is designed to do."

Unlike traditional automated phone systems that force callers through a series of button prompts, which often leads to repetition, frustrating loops and time-consuming

processes, their AI Receptionist interacts naturally with callers, understands common questions, and helps route people to the appropriate department or employee, so clients are served correctly, the first time.

The technology is especially valuable for businesses that receive a large volume of repetitive phone calls, operate across multiple locations, or want to provide after-hours coverage without adding additional staff. In addition to improving customer service, the AI Receptionist can help employees become more productive by reducing constant interruptions from routine inquiries.

"Many employees spend a surprising amount of time answering the same questions over and over again," Fearn added. "When those routine calls are handled automatically, staff can focus on serving customers, solving problems, and growing the business."

Unlike traditional staffing challenges, the AI Receptionist doesn't require ongoing training, or struggle during busy periods. It delivers the same professional experience whether it's handling one call or one hundred, which is important as businesses scale and want to maintain their customer service level consistency.

"For business owners, the value is straightforward: answer more calls, improve customer experience, and allow employees to focus on the work that matters most," commented Fearn.

### **ABOUT PHONE AND DATA WORKS (PDW)**

Phone and Data Works has recently expanded our services from telephony into full IT management, allowing us to better support our clients as their needs evolve. Today, we focus on more than just maintaining infrastructure—we provide strategic guidance, skilled support, and scalable solutions. At Phone and Data Works, we act as a true technology partner, delivering customized solutions tailored to each client's goals. Whether it's telecom, cloud adoption, desktop management, or server modernization, we combine technical expertise with real business insight to help organizations build efficient, future-ready systems. We also place a strong emphasis on Training and Instructional Design, ensuring teams can confidently use the tools we implement. From on-boarding to advanced training, our goal is to drive productivity and long-term adoption. Our Project Management services support the full life cycle of IT initiatives, keeping projects on track, within scope, and aligned with business objectives. In addition, we offer flexible IT Staffing solutions—providing skilled professionals for everything from Microsoft migrations and cloud management to end-user support and network infrastructure. Backed by a diverse team of experts, we deliver integrated solutions that bridge the gap between technology and business operations—helping organizations not just adopt new tools, but get the most out of them.