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President

Phone and Data Works (PDW) Enhances Their Customers' Profitability With AI-Powered Productivity Tools for Business Communications

Leading MTSP Leverages AI to Maximize Customer Interaction and Satisfaction

IDAHO – October 27, 2026 – Phone and Data Works (PDW), 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 Bev Fearn, President at Phone and Data Works (PDW). "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."

Phone and Data Works (PDW)'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, Phone and Data Works (PDW)'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," Fearn 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 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.