

Advantage Sales and Marketing clients and customers count the savings with video conferencing solutions

New AVC communication alternative is collaborative and cost-effective



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Next time you need to meet with Advantage Sales and Marketing, save time and money with one more effective communication channel: its state-of-the-art videoconferencing technology tagged ASM Video Conference solution or AVC.

“My vision was to find ways to enhance our customer communication to facilitate effective meetings in real-time with today’s videoconferencing capability,” says Lewie Wake, ASM’s top tech expert.

Always ahead of the communication technology curve, Advantage Sales and Marketing is in the business of helping customers find top solutions to save time and money to help them do their business better.

ASM’s customer-focused videoconferencing initiative grew from Wake’s vision and the first phase wrapped up this month. The ASM Video Conference (AVC) solution will eventually extend communication conferences to individuals at their desktops and in remote locations. The project has been in the works for more than six months with completion slated for the end of this year.

Virtual face-to-face with AVC

In today’s challenging economic business climate where transportation and lodging costs are soaring, combined with ASM’s corporate responsibility of adding more “green” strategies to its business operations, AVC’s communication method effectively helps build relationships with all the elements of communication-- voice, facial expressions and body language.

AVC provides instant access to ASM associates at up to 18 “hub” Advantage offices with the help of a video “conierge.” AVC has all the communication and relationship-building benefits of an in-person meeting without the costs and disruption associated with traveling.

“Our user-friendly AVC solution allows the user to view the faces of those speaking in video conferences,” explains Wake. “Participants can also share documents and materials with ease with this system.”

About ASM’s AVC

The AVC communication solution, created by Advantage Sales and Marketing, provides greater service excellence to our clients and customers by increasing our collaborative efforts while reducing our carbon footprint and the costs associated with travel. If you would like to learn more about our video conferencing capabilities, we invite you to stop by one of our 18 ASM hub locations or contact ASM Chief Technology Officer Lewie Wake at lewie.wake@asmnet.com.

About Advantage Sales and Marketing



Advantage Sales & Marketing LLC (ASM) is a premier consumer packaged goods sales and marketing agency, committed to building brand value for our clients and customers. ASM's cradle-to-cart—post-manufacture to consumption—customized sales and marketing solutions includes headquarter sales, retail merchandising and marketing services, specializing in client and customer events, publications and assisted-selling services for the grocery, drugstore, club, convenience, natural/specialty, consumer electronic and home center industries. Headquartered in Irvine, Calif., ASM has more than 20,000 associates and 66 offices in the United States and Canada. Visit www.asmnet.com today.