



Rocky Dunkman  
Owner/CEO

## **Computer Consultants & Merchants Inc (CC&M) Provides AI Receptionist for Business Phone Systems**

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

GREENWOOD & GREENVILLE SOUTH CAROLINA – July 29, 2026 – Computer Consultants & Merchants Inc (CC&M), 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 Rocky Dunkman, Owner/CEO of Computer Consultants & Merchants Inc (CC&M). “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,” Dunkman 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 Dunkman.

### **ABOUT Computer Consultants & Merchants Inc (CC&M)**

In 1992, Computer Consultants & Merchants was founded to bring technology services and equipment to businesses in the Orlando, Florida area. In 2001 they expanded their footprint by adding offices in Greenwood and later Greenville covering the Upstate of South Carolina. CC&M streamlined the way companies do business, and the Company became successful for its expertise and service. Providing consulting, business acumen, and of course maintenance services that have always included parts and labor for clients.

Computer Consultants has evolved to meet the changing needs of businesses, providing clients with exemplary technology consultation, Business phone Systems, Access Control with Video surveillance, Cyber Security, Managed Print, integration and Managed services are still the core of everything we provide.

Thirty years later CC&M is still doing what it does best, providing its clients with advanced technology solutions and stellar service!