

# MAP Communications Releases Creative Infographic

*Call center services provider launches resourceful infographic comparing the perceived differences of Digital Machines vs Live Agents.*



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/EINPresswire.com/ -- Live human contact plays an important role in how consumers decide which company to use when buying products and services. [MAP Communications](#), a nationwide virtual receptionist and call center services provider, has compiled a creative infographic called "Digital Machines vs Live Agents." It displays the nuances of how consumers perceive customer service when comparing human contact versus automation.

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As much as automated systems can enhance our lives, some people still prefer talking to a live person over interacting with a machine.”

*Mike Cynar*

"As much as automated systems can enhance our lives, some people still prefer talking to a live person over interacting with a machine," said Mike Cynar of MAP Communications. "When our team discovered some startling statistics about live call [answering services](#) and automated systems, we wanted to share them."

As a result, the company put together an infographic to

point out some of the distinct impacts that real people have on commerce every day.

For example, studies show that nine out of 10 customers believe that if they reach a machine during normal business hours that the company is small and unsuccessful.

To learn more remarkable facts about "Digital Machines vs Live Agents," view the infographic on the [MAP Communications blog](#).

About MAP Communications: Based in Chesapeake, Virginia, MAP Communications (<http://www.mapcommunications.com/>) is an employee-owned company that provides answering services and call center solutions for a wide range of industries, including property management, medical, emergency restoration, education, legal and franchises. Established in 1990, MAP Communications offers the fastest pick-up times in the industry, courteous virtual receptionists, call screening, voicemail and IVR services, and online account analytics. The

company has an A+ Rating with the Better Business Bureau and operates five professional call centers from New York to Atlanta.

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