



Gary Gonzalez
President

TouchPoint Networks Enhances Customer Experience by Investing in AI Automation

*Leading MTSP Pioneers New
Technology to Advance Customers'
Organization*

PORTLAND, OR – July 28, 2025 - TouchPoint Networks, a leading managed technology services provider (MTSP), announced today that the company invested in artificial intelligence (AI) automation to improve and dramatically enhance the quality and speed of support they deliver to clients. As a technology leader, TouchPoint Networks is focused on finding new ways to improve their capacity to serve clients at a higher level and AI automation is a fantastic means to achieve that objective.

While many business owners are familiar with large language models (LLMs) like ChatGPT, most are still underestimating the technology's potential to improve efficiency and employee performance. In fact, modern AI tools are doing far more than chatbot scripts or reactive alerts. TouchPoint Networks has integrated agentic solutions into the back end of service delivery across multiple industries. AI automations are immensely helpful to any organization — whether that means preemptively flagging issues before problems arise, streamline ticket workflows so resolutions happen faster, freeing technicians from repetitive troubleshooting by auto-resolving common issues, generating smarter data and insights that improve future support. Regardless of application, the purpose of AI automations is to drive a higher quality user experience, which is precisely what TouchPoint Networks is dedicated to achieving.

By implementing AI automation internally, existing clients will receive better support, at faster speeds than ever before. After TouchPoint Networks harnessed this powerful technology to benefit their clients, their immediate reaction was to actively share this knowledge by collaborating with clients. That way they can share notes regarding other AI automations which will help their customers scale their businesses more effectively and profitably.

“This is exactly what AI should be doing—eliminating repetitive work and giving humans back the time to focus on high-value tasks,” said Gary Gonzalez, President of TouchPoint Networks. “AI multiplies our capacity to serve. This is our objective with our customers — how do we leverage our technological expertise to give them a competitive advantage, so they outperform their competition?”

As a result of this recent implementation, TouchPoint Networks's technicians can now spend more time solving complex problems, building relationships, and consulting on bigger-picture technology strategy for its clients. “We consider it our duty to serve as a CTO for the organizations we support,” added Gonzalez. “It's not just about offering single point solutions. It's about giving them dozens of technological advantages so their competitors simply cannot compete with them. We want them to win. Period.”

On an internal level, Gonzalez also added, “Clients might not see the AI tools at work — but they'll feel the difference. We're proud that we're constantly reinventing ourselves so that our clients get to work with a managed

technology services provider who is more agile, proactive, and reliable than anyone else in the business.”

Gonzalez later added, “If your provider isn't exploring ways to use AI to support your organization more effectively, you're probably paying the same—and getting less. We see AI productivity gains as the new standard for world-class service.”

ABOUT TouchPoint Networks

TouchPoint Networks is a leading technology solutions provider that partners with businesses to implement cutting-edge networking and IT infrastructure, unified communications, VoIP, cybersecurity, business continuity, video surveillance, and cloud solutions. We deliver these services through a proactive managed service model, ensuring that all critical business systems maintain high availability, security, and optimization.

With over 20 years of experience, TouchPoint has built a strong reputation for designing, implementing, and supporting solutions that help our business partners achieve their goals. We have been recognized for outstanding performance by several top manufacturers and industry associations.

Our credentials, combined with our membership in the Technology Assurance Group, have enabled TouchPoint Networks to grow and establish partnerships with businesses throughout Oregon, across the United States, and globally. We operate three offices along the I-5 corridor in Portland, Eugene, and Medford.