



CONTACT:

Bill Patsouras, Principal  
Function4  
281-565-1100  
bpatsouras@function-4.com

**NEWS FOR IMMEDIATE RELEASE**

**Function4 Invited to Attend 22nd Annual Technology Assurance Group (TAG)  
Convention in Charleston, South Carolina**

*Leading MTSP Invited to Conference with Thought Leaders on  
Exceeding Customer Expectations*

SUGAR LAND, TX – February 16, 2023 – Function4, a leading managed technology services provider (MTSP) was invited to attend and share their expertise with top industry organizations at the 22nd Annual Technology Assurance Group (TAG) Convention in Charleston, South Carolina. The private event will take place at the Marriott Charleston on March 26-28, 2023 and will feature many of the best minds in the United States and Canada who specialize in IT, cybersecurity, VoIP, video surveillance and copier solutions. Function4 was selected because of its reputation as a thought leader in the marketplace, its unparalleled ability to deliver exceptional customer experience and its propensity to contribute to the technology industry.

The focus of the convention is “Exceeding Customer Expectations” and all of the speakers will distill how they’re delivering the proverbial “above and beyond” experience to their customers. In a world where most businesses provide a lackluster customer experience at best, Function4 is attending this event because it is brimming with innovative ideas to share. “It’s important to us to remain on the leading edge when it comes to exceeding our customers’ expectations,” stated Bill Patsouras, Principal of Function4. “Many companies boast about delivering a fantastic customer experience; however, only a small portion of those companies actually measure their customer experience with data and only a fraction

of those companies invest the time, energy and expenses into attending events like this. Just as we consider it our duty to remain current on the latest business technology solutions and how they can enhance organizational productivity, we find it equally important to make sure we're constantly finding new methods to improve our customer satisfaction levels."

Speakers will discuss best practices related to improving company culture, fostering camaraderie, improving customer relationships over the long-term and how to elevate customer experience so that they earn more trust. Patsouras also said, "When we spend time rigorously researching how to improve customer experience, we always see the results in our interaction with our customers. We're not just looking for new information for ourselves, but we're looking for innovative tactics and strategies that we can deploy in our clients' businesses, as well. Every industry is unique and as much as we're intending to make sure we optimize our own business with world-class service, we're also looking for new ideas that would give our clients a strategic advantage in their industry," commented Patsouras.

## **ABOUT FUNCTION4**

Function4 provides a variety of Hardware, Software, and IT Services that focus on improving Processes, Information Flow, and Security. Our goal is to help companies lower operating expenses and, at the same time, increase operational efficiencies relating to how a company uses technology to improve or protect access to their information. Our mission is to provide innovative technologies and advanced strategies to improve our client's business processes. Our vision is to become the premier provider of office technologies and services in our markets by recognizing the trust our customers, team members, partners, and community place in our company and hold that trust above all other things. We are headquartered in Sugar Land, Texas, with locations in SE Texas, NE Texas as well as Louisiana and Oklahoma. Contact us at 855.831.6867 or visit [www.function-4.com](http://www.function-4.com).

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