

In this issue...

Success Story
Featured Employee
Creative Services
Client Relations
MACC Events
Featured Recipe

Billing Info

April's transmit day for the first of the month billing is March 24th.

MACC Events

Midwest Road Shows

Hays, KS - March 22
Topeka, KS - March 23

Cedar Rapids, IA - March 29
Des Moines, IA - March 30

Registration is open!

Visit the Road Shows website for details:

maccroadshows.com

MACC Users Group

April 18-21
Seattle, Washington

Registration is open!

Visit the Users Group website for details:

maccusersgroup.com

Success Story:

See how a MACC client put some WOW into their company's operation

Sometimes a name says it all and MACC's WOW (Wide Open Web) Training is a perfect example! You will say "WOW!" when you look at all the classes offered, and you will say "WOW!" when you take part in the web training courses.

With a subscription to WOW Training, your employees can participate in an almost unlimited number of standard web training courses taught by MACC's expert trainers. One company that has put some WOW into how they use MACC's products is Sharon Telephone Company in Hills, Iowa

Sharon Telephone Company employees have been using WOW Training for two years. They found the Auto Disconnect course to be one of their favorites so far and have been busy putting their new skills to use.

"The Auto Disconnect Course has aided us in applying late fees and in disconnecting customers," she said. "The Plant Basics Course has helped us learn how to manage and set up our plant information. We were able to clean up our plant information so now our accounts are cleaner as well."

Additionally, the company's employees are using the knowledge they've gained through WOW Training to transition to a paperless workplace. Michelle said WOW Training taught Sharon Telephone employees how to create paperless trouble tickets and service orders. This transition has already eliminated the problem of technicians losing printed documents and reduced paper costs.

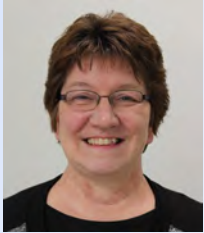
continued on page 3

Client Satisfaction Survey deadline extended to March 11th

MACC still wants to hear from you! If your company hasn't submitted a response to the 2016 Client Satisfaction Survey, please do so by March 11th. If your company has submitted a survey, thank you for your help.

Survey can be found here: **<http://maccnet.com/survey/>**

Featured MACC employee for March



This month's featured employee is Crystal Olsen. As a Customer Master Software Support Representative, her friendly voice is well known to many clients as she answers their questions regarding the use of our software.

With more than 20 years at MACC she is an expert in the day-to-day use of Customer Master and the billing process.

Q. When did you start at MACC?

A. June 1993.

Q. What is your favorite part of your job?

A. That's easy! Talking to my customers is certainly the best part of the job.

Q. Can you please tell us about your family?

A. My husband, George, and I have two daughters: Becky and Sara.

Q. What do you do for fun in your free time?

A. I love spending time with my girls. Currently we are following Sara to all her college track and field events.

Q. If you could travel anywhere to spend a week on vacation, where would it be?

A. I would love to see Alaska!

Q. What's the best career advice you've ever received?

A. Always work hard and never expect someone else to do your work.

Q. What's your favorite quote?

A. "To succeed in life, you need three things: a wishbone, a backbone and a funny bone."

Q. If you could add any food to the MACC vending machines, what would it be?

A. Lori Bayne's cookies.

Trivia Winner

Congratulations to **Grafton Technologies' Jennifer Stumpe** who won this month's MACC Trivia Challenge Contest. Look for MACC Updates for more chances to win.

WOW Training Success Story

continued from page 1

What would she tell other companies considering a WOW Training subscription?

"I'd tell them that WOW is a great training program," Michelle said. "It's wonderful. You have someone speaking and guiding you on your own computer. They are great at answering questions and making sure you understand everything before the end of the training."

Isn't time for some WOW at your office?

If you would like to learn more about WOW Training, or are ready to enroll, please contact your MACC Client Relations Manager or Account Manager.

RECIPE OF THE MONTH

Peanut Butter Pudding Cookies

3/4 cup softened butter	2-1/4 cups all-purpose flour
1/2 cup peanut butter, I use creamy	1 teaspoon baking soda
1/2 cup granulated sugar	1/2 teaspoon salt
1/2 cup brown sugar, packed	1-3/4 oz. box of vanilla instant pudding mix
2 eggs	1 cup semi-sweet chocolate chips
1 Tablespoon honey	1 cup Reese's Pieces
1 teaspoon vanilla extract	

In a large mixing bowl, cream butter, peanut butter and sugars until fluffy.

Add eggs, vanilla and honey and beat again.

In a bowl, combine the dry ingredients (flour, pudding mix, baking soda and salt) together.

Slowly, add the dry ingredients to the wet mixture, being careful not to over mix. Stir in the chocolate chips and Reese's Pieces by hand.

Drop by the scoopful onto a baking sheet lined with parchment paper. I use a large Pampered Chef one. I makes 29 large cookies.

Bake at 350 degrees for 10 minutes. Do not over bake. Cool on the pan for 3-4 minutes before removing them to a wire cooling rack to cool completely.

Recipe courtesy of Lori Bayne, MACC's Customer Master Product Manager

Creative Solutions:

by Ryan Thompson, Creative Services Manager

Communication ideas for happier Internet customers

One of the best parts about working on MACC's Creative Services Team is seeing great marketing and communications ideas from companies all over the United States. We have many very smart clients and sometimes, there are ideas too good to not pass along. This month, I want to share a great idea for cutting down on customer complaints about Internet service.

First, a quick back story is in order. Last month, I was having intermittent Internet speed issues with the DSL service at my home. One moment my Internet would work flawlessly and then a few minutes later it would slow to a crawl. After blaming everyone from my ISP to my daughters' affinity for streaming video on their iPads, it turned out my own ignorance was the culprit.

Like a lot of homes these days, we have many electronic devices as we're a very tech friendly family. Cell phones, a Roku, iPads, lap tops, and even an Amazon Echo can all be found at my house. Many of these devices are continually running, and that means they can receive software updates automatically at any time. My ISP's tech support reminded me when these updates begin, they can utilize enough bandwidth on a DSL connection to cause issues for users. The solution is to either schedule updates for times when no one will be using the Internet or pause them if they're interfering with another online task. As someone who considers himself pretty tech-savvy, I felt a little silly for not thinking about the update issue myself.

A simple message, but an important reminder

Here is where that great client idea comes into play. A few days after I solved my Internet problem, I saw a great on-bill ad from WWest Communications in Washington. The ad reminded customers to schedule upgrades at night. It's a simple message, but one that customers need to hear. Even those who are tech-savvy, or at least think they are, can use the reminder.

The fine folks at WWest Communications said they're happy to share their idea with others so we've added "Night Hours Bandwidth" reminder ads to our on-bill ad gallery. You can see the gallery on Client Pages. As a reminder, you'll need Client Page login information to view the page. Hopefully, by reminding customers to take software updates into consideration, you'll reduce tech support calls and increase satisfaction with your Internet service.

Other ideas for happy Internet customers

Reminding folks about those pesky automatic updates isn't the only way to have happier customers. Below are few more ideas...

- When talking with new subscribers, make sure to ask how they're using the Internet and then suggest an appropriate speed based on their response. A home where multiple devices are streaming HD movies all day probably won't be filled with happy occupants if they take a lower speed of Internet.
- Provide recommended usage examples for your Internet service on your website. This gives customers the ability to do their own research before contacting your office.
- Make sure customers are using good routers. A cheap router can give the very best Internet service a bad name. Selling new customers a quality router when they subscribe to your service is a proactive approach to this potential area of trouble.

MACC's Creative Services Team can help

To help get the word out about potential Internet issues and how to prevent them, be sure to contact us. MACC's Creative Services Team can place ads on your bills, add content to your website, and even create brochures. We can be reached at macccreativeservices@maccnet.com or www.macccreativeservices.com.

Client Relations News:

eBill can save some green at your company

Between St. Patrick's Day and the beginning of spring, March is a big month for the color green. With the color of money in mind, it's a perfect opportunity to remind everyone that you can save some "green" on your company's billing expense by getting more customers to adopt eBill and paperless billing.

Increased eBill and paperless billing has three key benefits for your company.

1. Reduced postage expense – Every statement sent via e-mail is one less envelope requiring postage each month. As the months pass by, the amount saved can really add up.
2. Less work effort – Payments received via eBill are posted automatically in Customer Master. That means less work is required to process payments each month.
3. Quicker payments – Spend less time waiting for payments in the mail. With eBill, your company can receive the funds it deserves in much less time.

If your company wants to save some green with paperless billing, there are steps you can take to encourage your customers to make the transition.

- Remind customers of the cost savings. Paying via eBill doesn't require a stamp.
- Don't forget the convenience factor. Finding stamps and going to the post office can be a hassle.
- It's an easy way to be green. It's one small step customers can take to reduce paper usage.
- Make it easy to see the Online Payment button on a website. Don't bury the link in a menu or obscure corner of the page.
- Make sure to ask new customers and existing customers when they call in with questions.
- Include a paperless option on new customer sign-up forms.
- Give customers an incentive – A one-time statement credit of \$5 is a common practice.
- Have drawings...go paperless during the month of March and win something. People love the chance of free stuff!

MACC can help you go green

MACC's Creative Services Team has a variety of material available to promote eBill usage. They can also create custom material to meet your company's exact needs.

For more information, please contact MACC's Creative Services Team at:
macccreativeservices@macnet.com