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Billing Info

June's transmit day for the first of the month billing is May 23rd.

Holiday Closing

MACC will be closed on Monday, May 30th in observance of the Memorial Day holiday. We will resume normal business hours on Tuesday, May 31st.

MACC Events

Save the date!
2016 MACC Billing & Technology Conference (MBTC)

Session 1: Sept. 7-9
Session 2: Sept. 12-14

More information will be available in future editions of the eMessage.

Reduce your postage costs by 80%

Would you believe more than 80% of new customers would choose to receive their bill via e-mail instead of traditional mail? That's what happened when a MACC client recently launched services in a new town, and on their online order form, the company gave customers the option to receive bills via e-mail. To be exact, 82% chose e-mail without prompting or special offers...they were just given the choice when they signed up for services.

Imagine what your company could do with the money it saves if it could reduce postage expenses by 80%. If a similar percentage of customers are also using eBill or ACH transactions for paperless billing, think of the time savings in terms of not posting all of those payments manually.

Getting more than 80% of your company's accounts switched over to eBill won't happen overnight, but every customer that goes with a paperless option means a little more money is saved each month. Here are some tips to nudge customers towards paperless billing.

- Ask them to go paperless! Every contact you have with a customer is an opportunity for them to make the switch.
- Do you let customers request services via your website? If so, make sure you give them the option on the form to receive their bills via e-mail.
- Add a stand alone form on your website where any customer can request to receive their statements electronically.
- Offering a small, one-time credit is a great incentive towards paperless billing that is quickly recouped in cost savings.
- Get the word out about paperless billing via on-bill ads or bill inserts.

Contact MACC's Creative Services Team for help giving customers the ability to request paperless billing via your website or any promotional material you may need. They can be reached at macccreativeservices@maccnet.com. For any questions about eBill or other paperless billing options, be sure to contact your MACC Software Support Representative.

Check our our tips and tricks!

MACC's Software Support Team is now including Tips and Tricks for our products in the updates they send out several times each month. These tips will typically be easy steps you can take to make your job easier by taking full advantage of our products' capabilities. We've also started an archive of these tips and tricks on MACC's website so you can refer back to them at anytime. <http://maccnet.com/tips-tricks-archive/>

Featured MACC employee for May



Kelly McIntosh is May's featured MACC employee. As an Accounting Master Training Conversion Analyst, Kelly travels to new client locations and helps with the company's conversion to Accounting Master. Additionally, she instructs clients on the use of Accounting Master during online and on-site training.

Q. When did you start at MACC?

A. I started in May of 2013.

Q. What is your favorite part of your job?

A. I like to travel to different places. I love the problem solving aspect of my job and working with our customers.

Q. Can you please tell us about your family?

A. My husband, Justin, and I have been married for three years and we are expecting our first child, a girl, in August. Justin and I are pretty excited! We also have a Yorkie named Chewie.

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

A. My husband and I spend a lot of time outdoors. We love to camp during the summer and go on 4-wheeler rides. Currently, I'm spending a lot of time cooking and baking.

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

A. I would go to Bora Bora to rent a private house on the beach. I love the sunshine!

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

A. Work hard and be nice to people.

Q. What's your favorite quote?

A. It's a tie between two quotes. "It's about love, compassion, kindness, and faith." "It has nothing to do with luck, you get what you give, so give good."

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

A. Homemade mashed potatoes and gravy or a fountain pop machine.

Trivia Winner

Congratulations to **Peoples Telecommunications Ruth Hurt** who won this month's MACC Trivia Challenge Contest. Look for MACC Updates for more chances to win.

Lori's Chicken and Biscuits

- | | |
|---------------------------|---|
| 1/3 cup butter | 1/4 teaspoon ground black pepper |
| 1 onion, diced | 1 c. frozen green peas
(can use 1 bag of peas & carrots instead of 1 c. of both) |
| 1/3 cup all-purpose flour | 1 cup frozen diced carrots |
| 1 1/2 cups chicken broth | 1 can cream of chicken soup |
| 2/3 cup milk | 4 c. cooked, cubed or shredded chicken meat |
| 1/2 teaspoon salt | |

Preheat oven to 450 degrees and grease a 3 quart casserole dish (I use a 9x13 glass pan).

In a large saucepan, sauté onion in the butter. Stir in flour and cook for 1 minute. Add chicken broth and milk. Heat to boiling, stirring constantly. Cook for 2 minutes. Season with salt and pepper. Stir in cream of chicken soup. Take frozen peas, corn and carrots and defrost them in the microwave, almost to being cooked. Add frozen peas and carrots and cooked chicken to the cream sauce mixture. Pour into casserole dish.

Biscuits

- 4 cups all-purpose flour
- 2 Tablespoons baking powder
- 2 teaspoons salt
- 2 Tablespoons white sugar
- 2/3 cup shortening (I use Crisco)
- 2 cups milk

In a large bowl, whisk together the flour, baking powder, salt, and sugar. Cut in the shortening until the mixture resembles coarse meal. Gradually stir in milk until dough pulls away from the sides of the bowl.

Turn out onto a floured surface, and knead 15 to 20 times. Pat or roll dough out to 1 inch thick. Cut biscuits with a large cutter or juice glass dipped in flour. Repeat until all dough is used. Brush off the excess flour, and place biscuits onto the top of the casserole.

Bake at 450 degrees for 30 to 45 minutes or until biscuits are golden brown and cooked on the bottom. (This tends to bubble over, so I place a piece of aluminum foil or a cookie sheet under the pan to catch the drips.) Yields: 12-14 servings.

Recipe courtesy of Lori Bayne, MACC's Customer Master Product Owner. Have a recipe you'd like to share? Send it to Ryan at rthompson@macnet.com.

Make plans to attend the 2016 MBTC

by JoEllen Maras, Creative Services Assistant

"Individual commitment to a group effort—that is what makes a team work, a company work, a society work, a civilization work." –Vince Lombardi

Mark your calendars and huddle up for the 2016 MACC Billing and Technology Conference (MBTC)! Our team is busy planning another great conference packed with valuable training, product updates, informative sessions and as always, plenty of food and fun!

This year's MBTC will again take place at the Embassy Suites in the Old Market District of Omaha. The conference is held over the course of two weeks making it convenient for everyone in your office to attend. Session One will kick off on Wednesday, September 7th through Friday, September 9th. Session Two will kick off on Monday, September 12th and conclude Wednesday, September 14th.

Watch for future issues of this newsletter for up to date information, as well as periodic emails with more details about the 2016 MBTC. If you'd like to receive emails about MBTC, please contact Kristi Rounds at krounds@maccnet.com and she will get you added to our list.

Coming together is the beginning. Staying together is progress. Working together is success.

See you in September!

Good news! Postage rates decreased in April

by Steve Wolff, Billing Operations Supervisor

The U.S. Postal Service decreased its postage rates last month. Effective April 10th, the following rates took effect:

		Automation		Machinable	Full Postage
Weight Not Over (oz)	5-digit	3-digit	Mixed AADC	Presorted	Letters
1	\$0.376	\$0.399	\$0.419	\$0.452	\$0.470
2	\$0.376	\$0.399	\$0.419	\$0.452	\$0.470

The majority of statements mailed from MACC fall into the automated one or two ounce categories. If you have any questions regarding the new postage rates, I can be contacted at 402-533-5249 or swolff@maccnet.com.

Passing on some win-back wisdom

by Ryan Thompson, Creative Services Manager

Now and then, we'll have clients ask us to help them with customer retention or win-back campaigns. These are great ideas as it's almost always easier (and less expensive) to keep current customers compared to gaining new ones. I ran across a great article in last month's Harvard Business Review with some really useful information regarding telecom customer win-back campaigns.

Details and highlights of the study are below, but the golden nugget of information is this: it's crucial to carefully track the relationship you have with each of your customers. This data can be invaluable if you ever need to woo them back to your company.

The article discusses highlights from a study authored by V. Kumar, who is a marketing professor at Georgia State University. He looked at data from 53,000 customers who left a large telecom company over a seven year period. Based on the results of the study, there are three key reasons that "former" customers are better than those who are brand-new.

- They have a demonstrated need for the service your company is providing.
- They are already familiar with your company.
- You should have the data you need to determine which are the best customers to "win-back."

Whether your company is large or small, trying to go after all customers that stop taking your service isn't practical or affordable. Fortunately, Kumar's study provided some useful guidance on who to target with a win-back campaign.

- Customers who left based on price alone were more likely to return than those whose sole complaint was the service they received.
- Customers without a history of complaints or who referred other customers in the past are the best bets.
- Customers with complaints regarding both pricing AND service are the least likely to be swayed by win-back campaigns.

All of this information can be tracked within Customer Master's CRM Module or by using Service Order Questions and Answers. Once the data is within Customer Master, it's easy to run reports to identify accounts that fit the profiles outlined above.

Once you've identified the most likely former customers to approach, you'll need an incentive. Deciding on what to use as "bait" can be a real challenge, but Kumar's study can help with this aspect of the campaign as well. During the study, he also looked the company's win-back efforts targeted towards 40,000 customers. The company offered four types of incentives:

- Discounted service for six months
- A free movie channel for three months
- A bundled offer that combines both of the first two incentives
- A tailored offer (Those who left over price got a discount. Customers who left over the service were offered a free movie channel)

The study found the bundled offer was the most successful in terms of getting customers to return. However, the free movie channel was actually the most profitable as its cost to the company was lower. The key point is to try different offers on customers who have left your company to see what works the best in your situation.

If you're thinking about a win-back campaign, or need start collecting data so you're ready for one in the future, be sure to contact MACC's Training Team. They can provide training customized for your company and help configure Customer Master so it collects all the data you need. Once you're ready for a win-back campaign, MACC's Creative Services Team can help develop all of the associated material your company will need.

For inquiries on training, please contact Julie Riecken, MACC's Training Support Manager at jriecken@maccnet.com. To reach the Creative Services Team, please contact us at macccreativeservices@maccnet.com