

In this issue...

- Client Relations
- Success Story
- Featured Employee
- Software Update
- Technical Information
- Creative Solutions
- Featured Recipe

Billing Info

October's transmit day for first of the month billing is September 23rd.

MACC Events

Registration is open! 2016 MACC Billing & Technology Conference (MBTC)

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

www.maccmbtc.com

Trivia Winner

Congratulations to Cal-Ore Telephone's Charles Boening who won this month's MACC Trivia Challenge Contest.

Look for MACC updates for more chances to win.

Are you ready for some TEAMWORK?

by JoEllen Maras, Creative Services Designer

All of us here at MACC are ready and excited to welcome you to the 2016 MBTC! With just a few days before the conference, we're making final preparations for hundreds of you to pay us a visit. If you're making the trip to Omaha, read on for valuable information you'll need as you plan your journey.

Date reminder

The first session of the MBTC begins on Wednesday, September 7th and runs through Friday, September 9th. The second session begins on Monday, September 12th and runs through Wednesday, September 14th.

The latest schedule

To help plan your time at the MBTC, be sure to check-out the latest schedule on the MBTC website. Follow this link for printable schedules.
(<http://www.maccmbtc.com/schedule-2/>)

The hotel's location and contact information

The Embassy Suites is located at 555 South 10th Street, Omaha, Nebraska 68102. The direct phone number to the hotel is 402-346-9000.

Driving directions

FROM THE NORTH: Take I-29 to I-480 westbound across the river into Omaha and then take the Dodge Street exit. At the stoplight, turn left on 10th Street and proceed for half a mile. The hotel is on the left.

FROM THE WEST: Take I-80 through Omaha to the I-480 north/downtown exit. Take I-480 north to the Harney Street exit and continue east on Harney Street to 10th Street. Turn right on 10th Street. The hotel is on the left.

FROM THE SOUTH: Take I-29 northbound to I-480 westbound across the river into Omaha. Then take the Dodge Street exit. At the stoplight turn left on 10th Street and proceed for half a mile. The hotel is on the left.

FROM THE EAST: Take I-80 westbound to I-29 northbound until you reach the I-480 westbound exit. Cross the river into Omaha and take the Dodge Street exit.

Featured MACC employee for September

Shelley Kelley is September's featured employee. In her position as an Account Manager, Shelley provides support to clients in the western United States and a MACC client in Japan located on a military base. Shelley is a firm believer in the golden rule as she strives to provide the best support she can to her clients as that's how she would want to be treated herself.



Q. When did you start at MACC?

A. I actually have two start dates. I accepted my current position in January of 2006, but I'd worked at MACC before as a Software Support Representative.

Q. Can you please tell us about your family?

A. Next month I'll be married for 27 years to my husband, Karlin. We have two grown kids: Kyle (26) and Natasha (25). Both were married within the past two years and both chose great spouses. We couldn't be happier for them! My son and his wife have a daughter, Kyla, who just turned one. She is such a joy! Who knew being a grandparent could be this much fun?

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

A. I love to spend time with family and friends and I especially love to spend time with my granddaughter. Watching movies, camping, motorcycle riding, reading books, and baking are some of the other activities I enjoy.

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

A. My husband and I have always wanted to visit Australia since we were kids. I love animals, so it would be fun to see all of the animals in Australia up close.

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

A. My Mom told me to "Always work hard no matter what you are doing. Hard work always pays off." **Q.**

What's your favorite quote?

A. "Eventually all things fall into place. Until then, laugh at the confusion, live for the moments, and know everything happens for a reason." – Albert Schweitzer

Q. The one person I've always wanted to meet?

A. John Wayne

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

A. VIC's white cheddar popcorn

Wireless technologies for the workplace

by MACC's Technical Support Team

Wireless is changing the way we work and helping to promote a more mobile workforce. With this trend in mind, we thought we would showcase some of the latest wireless innovations from Dell that could help make telecom offices more efficient.

Wireless Monitors

Dell's newest wireless monitors contain full HD display

with 1920x1080 resolution and wireless connectivity via Miracast and Bluetooth. They also support HDMI connectivity for devices that cannot support wireless display. The monitors can simultaneously display content from both Windows laptops and Android smartphones or tablets and allow users to switch smoothly between devices.

continued on page 4

Stop by the Creative Corner at MBTC

by Ryan Thompson, MACC's Creative Services Manager

This is the most exciting time of the year for those of us in Creative Services as the MBTC is just around the corner. We are excited to see everyone and have some great ideas to share with you. To make it easier to visit, we are launching the Creative Corner at this year's MBTC. If you have a chance, please stop by and say hello.

At the Creative Corner, everyone who visits will get a free gift and a handy marketing calendar for 2017. Plus, there is so much to talk about as this truly is the prime time for telecom marketing. Here is a sampling of the things to consider.

Ideas for the 2016 holiday season

- Plans for 2017
- Strategies to guide customers to the right Internet speed
- Discount plans for on-bill ads
- Easy ideas to improve your website

If you have any other projects on the horizon, please stop by as "Fresh ideas are always free." As we've helped dozens of other MACC clients with their marketing needs, it's likely we've tackled a similar project in the past and can share our experience. If you'd like to set up a time to visit in advance, please send an e-mail to rthompson@maccnet.com and we will get an appointment scheduled.

Not too small

Rick Paulsen, one of MACC's Client Relations Managers, and I will be speaking during the "Not too small" session on the second and third days of MBTC. During our session, we'll talk about a variety of tools all MACC clients can use, regardless of their size to become more efficient and profitable. MACC Mobile, greater use of e-mails, and selective marketing of services are just a few of the topics we'll cover. We hope to see you in attendance!

Caramel Apple Snack Mix

- 7 cups popped popcorn
- 5 cups Apple Jacks cereal
- 1 cup packed brown sugar
- ½ cup light corn syrup
- ½ teaspoon baking soda
- 4 cups Crispix cereal
- 2 cups salted peanuts
- ½ cup butter, cut into cubes
- 2 teaspoons vanilla extract

In a large non-stick roasting pan, combine the popcorn and cereals; set aside.

In a large saucepan, combine the brown sugar, butter and corn syrup; bring to a rolling boil over medium-low heat, stirring constantly. Cook, without stirring, until mixture turns a medium amber color, about 8 minutes.

Remove from heat; quickly stir in vanilla and baking soda until mixture is light and foamy. Immediately pour over cereal mixture; stir until evenly coated.

Bake at 250 degrees for 40 minutes, stirring every 10 minutes. After the first 10 minutes, stir in the peanuts and continue baking for the last 30 minutes. Spread mixture on waxed paper-lined baking sheets. Let the mix cool completely and store in airtight containers.

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@maccnet.com.

Are you ready for some TEAMWORK? *continued from page 1*

At the stoplight turn left on 10th Street and proceed for half a mile. The hotel is on the left.

FROM EPPLEY AIRFIELD: Exit the airport, turning left on Abbott Drive. Continue on Abbott Drive approximately two miles to 10th Street and turn left. Follow 10th Street for six blocks to the hotel which is located on the left (east) side of the street at 10th and Howard.

Sessions

Not sure which sessions to attend? Visit this link for detailed session information.

<http://www.maccmbtc.com/schedule-2/>

Training

As a reminder, the following training classes are included with your MBTC registration:

- Aatrix
- Accounting Master Year in Review
- Customer Master Year in Review
- Customizing Customer Master
- What's New in Accounting Master 16.2
- What's New in Customer Master 16.2

These courses require no special registration and will be repeated several times during the conference so you'll be sure to have an opportunity to attend.

To add even more value to your MBTC attendance, sign-up for our all-inclusive paid training!

For only \$139, you may attend as many paid training sessions as you'd like. You'll learn new skills to make your job easier and your company more efficient. Follow this link to sign-up for the additional training.

(<http://www.maccmbtc.com/training/>)

Questions?

If you have any last minute questions regarding the MBTC, please contact us and we'll be happy to assist you.

Follow this link for MBTC contact information. (<http://www.maccmbtc.com/contact-us/>)

Wireless technologies for the workplace *continued from page 2*

Wireless Dock

The Dell wireless docking station is a device that links all your desktop peripherals to your laptop over a WiGig interface. When you connect the laptop to the docking station, your keyboard and mouse, display and speakers, network and any other devices are all connected without having to plug each one into the laptop. With a range of around 30 feet, you don't even have to place the laptop on your desk!

Wireless Charging

Dell recently showcased the ability to wirelessly charge a laptop by simply placing it on a small mat. The technology is called WiTricity and it is able to transmit about 30W of power to completely charge the battery in a short amount of time.

These technologies can be combined to create a smooth and seamless experience for the mobile user. Imagine walking into your office and placing your unopened laptop on a mat (that doesn't have to be on your desk). Then, sitting down at your desk, you can begin to work without ever opening or connecting the laptop. Meanwhile, it will continue to charge while you work. When you need to go, you just pick up your laptop and walk out!

The capabilities that new innovations bring will continue to add convenience and efficiency to the workplace. This is just the tip of the iceberg and we look forward to seeing what other technologies will arrive soon.

Don't miss customizing Customer Master

by Julie Riecken
MACC's Training Support Manager

Learn how to configure Customer Master to your exact needs during the MBTC's Customizing Customer Master session. This complimentary hands-on session is intended for all users to become familiar with the various customization features available in Customer Master. Even if you primarily use Accounting Master, you may learn some helpful tips.

A number of options are available to help you customize Customer Master to meet your specific needs. Most of these are user-specific, but some can be shared with other users. In this session, we will review general Preferences, where you can select the style and color associated with your Customer Master application. We'll also review the Custom Ribbon, where you can create your own menu of icons that you use all day, every day.

The Service Order and Inquiry Tree Views can be customized to display those nodes that you use most frequently, and hide those that you typically don't use. These can also be copied to other users if someone else really likes your style. In addition, there are some options to expand all tiers or suppress disconnects from appearing in inquiry and service order. At the Inquiry Account Overview, you can organize the screen to best meet your specific needs – with focus on those tabs you review most often.

continued on page 6

Eliminate sticky notes with CRM

If you're a big fan of sticky notes...you may want to stop reading. But if you're looking to add efficiency and make life easier in your office, then read on as we have a MACC Success Story on the use of Customer Master's Client Relationship Management (CRM) Module.

CRM makes it easy to track customer contacts and activity. Using the module, Customer Master users instantly see a history of contacts with a customer when an account is opened. It can ensure customers receive a consistent message and allow managers to identify interaction and activity trends. As CRM is a core part of Customer Master, it is available to use at no additional charge.

A company successfully using CRM is American Broadband (ABB) in Nebraska. The company has used the module since June of 2013 and is seeing great results. Dawn Hamke, ABB's Customer Care Manager, said CRM has increased her office's efficiency through streamlined communication and more accurate records.

"With CRM, there is no more guessing about who talked to a customer and what was said. You have all of that information on the account," Dawn said. "There are no more sticky notes or notepads. CRM is our notepad."

Today, Dawn said 17 ABB employees use CRM to track customer interactions. The company phased in the use of CRM gradually. Dawn said initially her customer care representatives started tracking promotion effectiveness, retention efforts, and upselling results in CRM. The following year, ABB started using CRM to track all interactions except those accounted for in other parts of Customer Master, such as service orders, trouble tickets, payment arrangements, etc. To help with the company's adoption of CRM, ABB took a class from MACC's Training Team.

CRM has built in reports available and the information they contain is important for ABB. Each month, Dawn said she uses CRM reports for quality assurance. One example is reviewing her team's retention and upselling activities.

continued on page 6

Accounting Master Announcement

As a reminder, the Financial Report Generator will no longer be available in Accounting Master after the release of version 16.2 this fall. MACC will only support the financial reporting features provided with the Financial Report Wizard and Financial Report Viewer. The existing Financial Reports that are created in the Financial Report Generator will need to be re-created manually in the Financial Report Wizard and Financial Report Viewer.

For questions on how to create your financials using these tools, please contact your Accounting Master Software Support Representative. We also offer a training session that assists with creating the Financial Reports in the Financial Report Wizard and Viewer. For details, follow this link to the Creating Financial Reports course on our Client Pages.

Customizing Customer Master

We'll also review some report settings. Maybe you have a report or two that you use every single day. If you set up report shortcuts, it can be very easy for you to launch your favorite reports. Another option is to schedule a report to be generated. By using report auto-generation, you can have a report executed on a regular basis – daily, weekly, or monthly.

You can also establish certain parameters on some reports so they are auto-populated. If enabled, you

Eliminate sticky notes with CRM continued from page 5

"The report is a paper trail that describes what happened on each account," she said. "It shows where success occurred and improvement is needed."

Dawn said the end result of ABB's use of CRM is a more productive group as activities aren't duplicated and information is available to everyone once it's entered into Customer Master. For companies on the fence about implementing CRM, Dawn said, "They'll

Featured Web Training

We recently updated our web training options for MACC Mobile. These courses can show you how to take full advantage of all the features and benefits of the MACC Mobile product. Follow this link for course details and registration: (<http://maccnet.com/macc-training-web-training-courses-client-pages/#MM>)

MACC Client Page access is required to view the links. (<http://maccnet.com/client-log-in/>)

- **MACC Mobile for Accounting Master**
- **MACC Mobile for Customer Master**
- **AM/CM MACC Mobile**

Be sure to check out all of our other training options at: maccnet.com/support/training-support-team/

continued from page 5

can have those reports run when you aren't even at your desk. Another report option is the Custom Grid Report, which allows you to design your own custom reports.

Finally, we'll discuss a very helpful feature called Workflow. If you sometimes forget to complete certain fields in a Service Order, Workflow might just help you remember! All of this, and more, in Customizing Customer Master!

continued from page 5

love it. The information tracked is so valuable. You don't spend time tracking it down. You have it at your fingertips."

If you would like to put the power of CRM to use in your office, please contact your Client Relations Manager or Account Manager. They can provide more information on the module and make arrangements for training.