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Billing Info

December's transmit day
for first of the month
billing is November 23rd.

Holiday Hours

MACC will be closed in
observance of Thanksgiving
on Thursday, November 24.
Regular support hours will
be available on Wednesday,
November 23 and Friday,
November 25.

Trivia Winner

Congratulations to **Bretton
Woods Telephone
Company's Karen Wante**
who won this month's
MACC Trivia Challenge
Contest.

Look for MACC updates for
more chances to win.

MACC Success Story: Give your company a little push

Sometimes it's just a little push that can turn a good plan into a great success. For Peoples Telephone Cooperative, that little push came in the form of our Suggestive Marketing feature. The Texas-based company used the feature for a high-speed Internet promotion that delivered results far exceeding expectations.

Suggestive Marketing's benefits include instant access to talking points, details on available promotions, and other information for each account when it is opened in Customer Master. Information is hard to miss and easy for all associates to use. Another important benefit is that Suggestive Marketing can be configured to display different information based on account criteria. For example, accounts with lower speeds of Internet could have Suggestive Marketing text regarding a promotion for a faster speed.

It was a high-speed Internet promotion where Suggestive Marketing really proved its worth for Peoples. Mxie Hurst, Peoples' Marketing Manager, said the company used Suggestive Marketing during a "speed bump" promotion. Customers who agreed to bump their speed to a faster tier of Internet service received a gift card. The plan's details were outlined for each eligible account within the Suggestive Marketing screen.

The speed bump promotion was a resounding success for Peoples. It was started on the first of August and 156 customers have since taken advantage of the promotion. Hurst said her original goal was 40.

"This was by far the most successful speed bump promo we have done," she said. "I feel the causes were two-fold. One, was the gift card, which was exciting, but more importantly, the promotion was right in front of our service teams when they had the customer in the office or on the phone."

By using Suggestive Marketing during customer interactions, Peoples' associates always knew if the account qualified for the promotion. Additionally, Hurst said they also loaded the direct mail pieces into Customer Master so associates saw exactly what the customers were seeing from a direct mail perspective.

"Having the direct mail pieces available was very helpful for reciting fine print and other policies associated with the promotion," Hurst said.

While Suggestive Marketing is primarily used by Peoples' customer service team, she said other departments also have access to the information. The company's Internet tech support, dispatch and field teams all had customers accept the speed bump promotion.

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Featured MACC employee for November



November's featured employee is Chris Booth. As a Client Relations Manager for companies in the southern and eastern regions of the country, Chris works closely with his clients to keep them updated on MACC's products and services.

Q. When did you start at MACC?

A. November 1, 1999

Q. Can you please tell us about your family?

A. I am married to my wife Hollie and we have four beautiful children: Ella (11), Cole (10), Ruby (8) and Iris (6). My wife and I are constantly on the go, enjoying our kids' activities. If you want entertainment, come to my house for one morning of getting ready for school.

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

A. I like the great outdoors...hunting, fishing, and working on the farm. I also enjoy being a coach for my kids' softball, baseball, football and wrestling teams.

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

A. As mentioned above I love the great outdoors. I would love to take a week and go horseback riding into the mountains of Wyoming and Montana. While there, I'd like to do some fly fishing for trout in the crystal clear flowing streams!

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

A. My dad always told me to "listen with your ears and not my head to assume a conversation."

Q. What's your favorite quote?

A. "Do unto others as you would have them do unto you."

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

A. A box of Kraft Macaroni & Cheese!

MACC SUCCESS STORY

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Going forward, Hurst said Peoples plans to expand its use of Suggestive Marketing. For companies not using Suggestive Marketing, she said it's definitely something worth trying.

"Don't be afraid of it. Your team wants to do well at their job and this is an avenue that can help them," Hurst said. "It is a win, win situation for your service team and management."

If your company wants to start using Suggestive Marketing, MACC is ready to help. Your Customer Master Software Support Representative can provide assistance at any time. Additionally, our Training Team has a web training course available covering the feature and other marketing related functions. For complete details, visit the Client Pages on our website.

Pumpkin Snickerdoodles

1-1/2 c. granulated sugar
3/4 c. butter flavored all-vegetable shortening
1/4 c. pumpkin puree
2 large eggs
2 Tbsp milk
2 tsp vanilla extract
3 cups all-purpose flour
2 tsp cream of tartar
1 tsp baking soda
3/4 tsp salt

To roll cookies in:

1 Tbsp pumpkin pie spice
1/4 c. granulated sugar

Heat oven to 400 degrees.

Combine 1 1/2 cups granulated sugar, shortening, pumpkin puree, eggs, milk, and vanilla in large bowl. Beat with electric mixer at medium speed until well combined.

Combine flour, cream of tartar, baking soda, and salt in a small bowl. Add gradually to shortening mixture at low speed. Mix until just combined.

Combine the remaining 1/4 cup granulated sugar and pumpkin pie spice in a small bowl. Using a cookie scoop, divide dough into balls and roll them in the sugar/pumpkin spice mixture. (When I use a large cookies scoop, 1 batch yields 25 cookies.)

Place cookies at least 2 inches apart on an ungreased baking sheet. I use parchment paper on my cookies sheets. Bake for 10 minutes. Allow them to cookies to cool on the baking sheet for a few minutes before taking them off and cooling completely on wire cooling racks.

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.

Tick-tock...the holidays are almost here

by Ryan Thompson, Creative Services Manager

Ho, Ho, Ho...Merry Christmas! Okay, maybe the holidays aren't that close, but the clock is definitely ticking. If you're scrambling to come up with some ideas for a holiday special, or just a way to say thanks to your customers, we've put together some quick and easy suggestions.

Now is a great time to start a refer a friend plan

The holidays bring people together and when folks get together, they talk. This makes right now a great time to start a refer a friend plan for your services. The best plans provide a deal for the new customer and a reward for your current customer for putting in a good word about your company. Keep the plans simple and the rewards meaningful to give your refer a friend plan the best chance for success.

Give the gift of speed

In today's connected world, nothing seems to carry as much weight as faster Internet speed. For this reason, now is a great time to offer customers a free trial of a faster tier of Internet. Many times, once they try a faster speed, they'll keep it even after the trial period is up. Giving customers an incentive, like a gift card or a drawing, will likely increase the response rates and provides a call to action on your advertising pieces.

Utilize devices that highlight your services

From connected crockpots to streaming media players, there are thousands of devices on the market that utilize your Internet service. Consider using one of these devices as an incentive for customers to upgrade their services or start new accounts. Streaming media players like a Roku or Apple TV make good giveaways as they are both popular and easy for consumers to use. More importantly, they rely on a fast Internet connection to work properly.

12 Deals of Christmas

When it gets really close to crunch time, you can use your website and social media to publicize a 12 Deals of Christmas promotion. The idea behind the promotion is that for 12 days in advance of Christmas, you have a different deal for your customers each day. The special doesn't have to be radically different each day, just something to generate buzz in the community and keep people paying attention to your marketing efforts.

Contests and drawings

Contests and drawings are often popular regardless of the season, but the holidays are a great time for these efforts as they're a way to thank your customers for their business. While there are many different flavors of customer contests, two to consider are food drives and social media bingo. For a food drive promotion, customers are entered into a drawing if they bring canned items to your office for the local food bank. Besides helping a worthy cause, food drives increase foot traffic in your office. Social media bingo has been discussed before in the MACC eMessage and many clients have found it to be popular with their customers. The concept is simple. Using a bingo card that's distributed in your bills, customers play bingo by following your company on Facebook or visiting your website to get the numbers. Having more Facebook followers and website visitors provides more opportunities to sell your services.

Looking for some elves?

If you need help implementing any of these ideas, MACC is here to help. Our Software Support Team can provide guidance on using Customer Master to help with many of these promotion ideas. From identifying groups of customers to providing talking points in the Suggestive Marketing module, Customer Master offers robust support for your promotion needs. For an extra dash of creativity, contact the Creative Services Team. They can help work out the details on these holiday promotions and design all of the material you'll need. We can be reached at macccreative@maccnet.com or by calling me at 402-533-5381

Do you have tape-itis?

by MACC's Technical Support Team

You know, that exhausted feeling from having to swap out backup tapes all of the time and then run them offsite to a different location. Or, the dread of going on vacation and wondering if your substitute will remember to change out the tapes and, if they do, to make sure the tapes stay in the proper rotation.

Fear Tape-itis no longer!

MACC's Backup Solution (MBUS) can relieve you from Tape-itis. With MBUS all of the data and documents on your Windows server are backed up at various times each day. The backups are stored at a secure location and provide you with multiple points in time from which to restore. There is no restriction on the types of files or the number of files you can backup. Best of all, your data can be restored using only an Internet connection.

All backup processes are completely automated and require no work from your staff. MACC's Technical Support Team monitors the backups and ensures things continue to operate smoothly. Your backup data is readily available so you can have quick access in the event of an emergency.

Here are some of the benefits that our MBUS solution offers:

- Provides real-time, meaningful capture of server data for use in backup and recovery.
- Achieves cloud data protection and long term offsite retention.
- Removes the burden of complex daily backup administration.
- Delivers point in time recovery of server data through continuous backup in the cloud.
- Provides data security. Data is secure and protected, stored in mirrored, geographically dispersed datacenters.
- Freedom from Tape-itis, once and for all!

If you would like to know more about MBUS and how we can put it to work for you, we can help! Your MACC Tech Support team can be reached at 402-533-5300 or by email at macctechs@maccnet.com.

We would love to hear from you!

You can submit questions/comments that you would like to see featured in future Technical Information articles. And, as always, if there is anything we can do for you, please don't hesitate to ask!

Your MACC Technical Support team can be reached at 402-533-5300 or via email at macctechs@maccnet.com.

AccessMart can help with year-end reporting

by Bob Boettcher, CABS Manager

Are you required to create year-end reports? Remember, AccessMart can help you. AccessMart is MACC's web-based revenue assurance and reporting tool. It can generate annual reports on minutes of use by carrier, revenue and usage by jurisdiction, and much, much more in just minutes.

If you don't already have your login information to use AccessMart, it is easy to request. You can submit a username and password request in just seconds using the online form located on the Client Pages of the MACC website at www.maccnet.com, by contacting our MACC CABS AccessMart team via email at MACCCABSAccessMart@maccnet.com or by phone at 402-533-5368.

If you already have your login information, but find you need some assistance creating the reports or using AccessMart, our MACC CABS AccessMart team will be happy to help you with that as well.

Save time and effort and let AccessMart do the work for you this year!

The 2017 Bill Transmit Schedule is now available

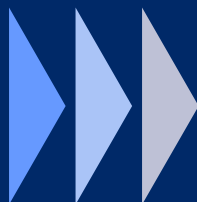
by Steve Wolff, Billing Operations Supervisor

The suggested 2017 bill transmit schedule for first of the month billing companies is now available on MACC's Client Pages.

As a reminder, if your company plans to have a bill insert, please notify MACC's Creative Services Team 10 days in advance of the transmit date if you'd like MACC to produce the document. If you'll be shipping inserts from your office or another vendor, we ask that they are delivered to MACC within five business days from your transmit date.

If you have any questions on the 2017 schedule, please contact me at 402-533-5249 or swolff@maccnet.com.

Be sure to check out all that's new in version 16.2 of MACC's products on the Client Pages!



- Executive Summaries
- Update Letters
- Web Training