MID AMERICA COMPUTER CORP

July 2018 eMessage

In this issue...

Holiday Closing

MACC will be closed on Wednesday, July 4th. Normal support hours will resume Thursday, July 5th.

Billing Info

Transmit day for August's 1st of the month billing is Tuesday, July 24th.

MACC Events

2018 MBTC
Registration is open!

Session 1: Sept. 5-7
Session 2: Sept. 10-12

NEW LOCATION!
DoubleTree Hotel
Omaha, NE
www.maccmbtc.com

Trivia Winner

Congratulations to Shari Werlein of Ntec for winning MACC's June Trivia Challenge Contest.

Watch for MACC Updates for more chances to win, along with helpful tips & tricks and other important information!

Six reasons you should hit the road for this year's MBTC

by JoEllen Maras, Creative Services Designer

Where can MACC take you?
As our road trip theme implies, we'd like to think of MACC as your highway to success. By using our software to its fullest potential, your company can achieve efficiency and prosperity in the telecommunications industry. Attending MBTC will serve as a roadmap of sorts, helping you navigate ways to be productive and profitable. We understand the importance of keeping up with rapidly changing technology while maintaining your customers' satisfaction.

So maybe your boss needs a little convincing as to why you should attend this year's MBTC?
We've provided 6 reasons why you should attend this year's MBTC.

1. Omaha, Nebraska is an affordable destination. With a convenient airport and reasonably priced accommodations, our conference is a great value!
2. Training available during MBTC will enable you to successfully use Customer Master and/or Accounting Master to increase office efficiency, ultimately leading to cost savings!
3. MBTC is the perfect time to discover "best practices" for using Customer Master and/or Accounting Master. Our trainers will make sure you learn how to optimize our software in order to use it as efficiently and effectively as possible.
4. When you attend MBTC, you will learn the importance of our paperless processes and return to your office with the tools to save even MORE time and money.
5. We have folks from all over the U.S. attend our conference each year. This means you will have ample opportunity to network with your peers and share ideas.
6. Perhaps one of the BEST benefits of attending the MBTC is that you will have FUN! We provide a great atmosphere, which includes lots of good food and entertainment. You will return to your office refreshed, recharged and EXCITED to implement all the wonderful new ideas and practices you learned while in Omaha!

As a reminder, Session 1 will be held September 5-7 and Session 2 will be held September 10-12 at the DoubleTree Hotel downtown Omaha. This is a new location and we're sure you will enjoy your stay! For complete conference details and to register, visit the MBTC website at: www.maccmbtc.com. We look forward to seeing you in September!

Featured MACC employee for July

July's featured MACC employee is Kendall Ziebarth. He works as a Technical Business Analyst-AI in our Information Services department. While Kendall has a long title, the explanation of what he does is pretty short. He makes it easier for our clients to do their job.

Kendall manages application interface projects. Once these projects are complete, service provisioning is automated in our clients' offices. This means less work for clients and quicker service installs for their customers.

Q. When did you start at MACC?
A. I started on August 26, 1996, making this my 22nd year with MACC.

Q. What's your favorite part of your job?
A. I enjoy working with the customer and seeing their application interface come to fruition. Some processes can be rather complex, so being able to automate and simplify that process for them is very rewarding.

Q. Can you please tell us about your family?
A. I have an extended family consisting of my parents, siblings, nieces & nephews, great-nieces & great-nephews.

Q. What do you do for fun in your free time?
A. I live on an acreage which keeps me pretty busy and limits free time. However, when I do have some free time, I like to spend it reading or going out to dinner with friends.

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

Q. What's the best career advice you've ever received?
A. Have a good work ethic and be willing to learn.

Q. What's your favorite quote?
A. "The minute you settle for less than you deserve, you get even less than you settled for"

Q. The one person I've always wanted to meet?
A. My grandfather. He passed away many years before I was born so I only know him through others.

Q. If you could add any food to the MACC vending machines, what would it be?
A. I'm not a fan of vending machine food.

Important CABS Update

by Bob Boettcher, CABS Operations Manager

In June of 2017, Sprint (CIC 333) began the process of terminating wireline services to your customers. MACC continues to receive very small amounts of Sprint traffic. MACC will be moving this traffic to our consolidated billing system beginning with your August CABS billing. It is our understanding Sprint has notified customers of this decision and instructed them to contact their local telephone provider for options in selecting a new carrier for their long distance service.

If you have any questions or concerns please contact me at BBoettcher@maccnet.com.

Drop Insert Refresher

by Linda Lemon, Trainer/Conversion Analyst II

Communicating with your customers is always important, whether it's for general notifications or promotions. Drop Inserts are a great way to get your messages to your customers. Before you communicate with MACC's Creative Services Team, you'll want to make sure all of the required setup is complete in your Customer Master database. There are three pieces to the setup: Insert Code, Criteria and Drop Insert Master.

The Insert Code determines the number of months to include the inserts. The End Bill Date will be the last month the inserts will be included.

Once your Criteria is set up, you'll want to run the Bill Ad/Msg/Drop Insert Accounts Report. This gives you a count of customers that qualify for the inserts (you'll need this total as you complete the online forms). The numbers will also indicate whether your Criteria is correct or if you need to make updates.

The Drop Insert Master Editor determines the order in which the inserts will appear in the bill. The Tray selection works from bottom to top. For example, if you have three inserts, Tray three will be first, Tray two second and Tray one third.

continued on page 5

Butter Turtle Bars

Crust
2 cups flour
1 cup brown sugar
1/2 cup Real Butter (softened)
1/2 cup chopped pecans or walnuts

Cream flour, brown sugar, and butter with mixer for 2 to 3 minutes, and then press into 9x13 pan. Lightly pat the nuts into the crust.

Topping
2/3 c butter
1/2 c brown sugar
1/2 c to 2/3 c chocolate chips

Bring butter and brown sugar to a boil and continue to boil for 1 minute. Pour over the crust.

Bake at 350 degrees for 18 to 22 minutes. After you have removed from oven, sprinkle with chocolate chips while still hot. DO NOT SPREAD the chocolate chips.

Cool completely before you cut and serve.

Recipe courtesy: Kathy Coufal, Customer Master Software Support Representative

Help the environment and your bottom line... no tree hugging required!

Sure…getting more of your customers to make the switch to paperless billing will help the environment. Who doesn't like trees? Boosting the adoption rate of paperless billing also has some direct benefits for your neck of the woods. It can make your job easier with less time spent posting payments and improve the bottom line through reduced postage costs.

Getting customers to take the paperless plunge can be a challenge, but MACC has ideas to help.

Just ask with help from Suggestive Marketing

It sounds simple, but making sure to ask about paperless billing during customer interactions is an easy way to boost your adoption rate. It's especially important when you're bringing new customers onboard. Using our Suggestive Marketing Feature, Customer Master can remind you to ask about paperless billing. This tool provides on-screen prompts to use while visiting with customers. Suggestive Marketing is a standard part of Customer Master and your Software Support Representative can provide guidance on its use.

Get your website in on the action

Paperless billing and your website go hand in hand. If your website has a form for new customers to request services, give them the opportunity to choose to receive their bills via e-mail. Based on real world results, we've found an average of 60 percent of new customers will go for the paperless option. Imagine the cost savings if you could reduce your postage expense by 60%. You can also create a separate page to encourage the paperless option. If your company uses our Web Self-Care service, you can add an advertising slide with a direct link to a paperless billing page.

Offer targeted incentives

Offering a small incentive, such as a $5 one-time bill credit, can be all it takes to get many consumers to use paperless billing. You can use bill inserts, messages, on-bill ads, newsletter articles, social media, and your website to promote your incentive. For statement-based advertising, like ads or messages, Customer Master gives you the ability to target only accounts still receiving paper bills. Contact your Software Support Representative for assistance in using this feature.

We are here to help

For any overall questions regarding the paperless billing options MACC offers, be sure to contact your Client Relations Manager or Account Manager. He or she can answer your questions and show you helpful reports to illustrate the potential cost savings of increasing your company's use of paperless billing. Together, we can all play a small role in helping the planet while saving money at the same time.

Get more out of your website with Google Analytics

by Ryan Thompson, Creative Services Manager

Ever wonder what your customers are thinking sometimes? Now you can know…at least when it comes to your website. Google Analytics is a free service available to companies that want to learn more about how their customers use their website. If your company isn't using Google Analytics already, read on for three reasons why you should start today.

Learn if customers are nibbling, but not biting on new services One of the key goals for most business websites is getting new customers to sign up for services or existing customers to upgrade. With Google Analytics, you can configure "goals" to track how many customers visit the pages with your services and how many actually make the commitment to subscribe. If you find a lot of customers are visiting your service pages without buying, that may indicate you need to review your service offerings or the layout of your website to get more customers to "bite." Picking up just a few more customers each month can yield big results in the long run.

See how customers are finding your site Google Analytics has acquisition reports illustrating how customers find their way to your website. Besides directly entering your address, they may be searching for your company or connecting via social media. You can take advantage of this information to get even more customers to visit. For example, if you find many customers visit your website after visiting your social media pages, you can put special emphasis on the social media accounts during times when you need more website traffic. Examples include any special offers or important customer information.

Identify opportunities in neighboring towns Google Analytics also lets you know where visitors are located. How does this help a telecom company? If you have many visitors looking for services from a community outside of your current area, this could point to an opportunity in a new market.

So how do you add Google Analytics to your site? The three examples listed above are just scratching the service in terms of what you can do with Google Analytics. To add the service to your website, all you need is editing access and an email account connected to Google. If MACC's Creative Services Team built your website, there is a good chance Google Analytics is already in place. If you're not sure, please contact me for details at RThompson@maccnet.com.

Drop Insert Refresher

continued from page 5

Once the pieces are finished, you need to complete the online Bill Insert form/s. Remember that you don't need to fax the Drop Insert Master report and you don't need to get out of Customer Master and go to the Client Pages on the MACC website. Simply click on the form option you need through the Web menu within Customer Master. As you work your way through the forms, you'll have the opportunity to take advantage of MACC's Creative Services Team. Staff members can help you design, proof and /or print your inserts.

If you want your eBill customers to receive the inserts, there is an option to include those as well. When your customers review their bills in CDS Global, they'll see the inserts listed and can click on the View button. Getting your inserts to your email customers is handled through Customer Master. Create a group email address that includes all of your email customers that qualify for the inserts. Then, send the email with the inserts attached.

As a reminder, if the Creative Services Team will be producing your inserts, please contact them at least 10 business days before bill cut. If another vendor will be producing your inserts, please have them delivered to MACC at least five business days in advance of bill cut.

Have you looked at Sales Lead yet?

by Lori Bayne, Customer Master Product Owner

For several years now, Customer Master has had the ability to store quotes and prospects. In Customer Master 18.1, we revamped these modules and moved forward with Sales Lead!

Users still have access to any current quotes and prospects stored in the database upon upgrade to Customer Master 18.1, but we encourage you to start using Sales Lead for future prospective customers. Below is a quick overview of Sales Lead's functionality.

- There is a Service Order-like template to store all the information you need on a prospective customer. Everyone is familiar with the Service Order format! Therefore, users can easily maneuver around in the new Sales Lead to add the necessary tiers, services, and additional data you would like to retain.

- In addition, a Sales Lead can be created on any existing customer. If you are working to upsell a customer and want to document the changes, do it in a Sales Lead and show them the appropriate costs for the change of service. If the customer decides not to proceed with the changes, just cancel the Sales Lead and you can move forward with any other Service Orders for future changes.

- Two new fields have been added to the header: an expiration date and the Sales Lead code. The Sales Lead code is used to determine which Sales Lead document will be used for a prospective customer. For example, your company could have separate documents for ILEC vs. CLEC prospects.

- Users have the ability to customize the Sales Lead document. We added a standard document that can be updated for your company's unique needs.

- Once the prospective customer has notified your company they would like to proceed with the outlined services, a simple click of the accept button will transform the Sales Lead into a pending Service Order.

- Any Sales Lead can be located in the Sales Lead Search grid. Sales Leads can have a status of pending, accepted, cancelled or locked.

- If the Service Order is cancelled, the prospective customer information is retained and reverts back to a Sales Lead. If a Sales Lead needs to be cancelled for any reason, it is easy to do so. Once this step is taken, the prospect will no longer appear in the Sales Lead grid with a pending status.

- If you have existing prospects in your database, we have added a tool to export them to a Sales Lead from the Prospect Inquiry grid. Please export these prospects before you are upgraded to CM 18.2, as the Prospect Management Module will be removed.

We are currently completing our final development work efforts for phase two of Sales Lead in Customer Master 18.2. These efforts include the ability to schedule Sales Leads and a reorganization of Classes, Stages, and Tasks. Be sure to look for more information in the near future on coming enhancements. If you have any questions on using Sales Lead, please contact your Customer Master Software Support Representative.