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MACC Calendar

April's transmit day for first of the month billing is March 24th. The complete transmit schedule for 2020 is now available.

MACC Announcements

MACC will be conducting network maintenance on March 8th

From 10:00 a.m. to 3:00 p.m. (Central) on Sunday, March 8th, our technicians will conduct maintenance on our network. During this time, web-based services from MACC may be unavailable. This affects MSaaS and all MACC websites (Web Reporting, TMS, FTP, etc.) as well as online access to customer statements. Going forward, MACC will be scheduling network maintenance during the same timeframe on the second Sunday of each month. Please contact your MACC Client Relations Manager or Account Manager if you have questions regarding this maintenance schedule.

Daylight Savings Time reminder

Daylight Savings Time starts at 2:00 a.m. on Sunday, March 8th. Don't forget to set your switch time AHEAD by one hour at or near 2:00 a.m. on that night.

CREATIVE SOLUTIONS IDEAS FOR YOUR SPRING "TO-DO" LIST



My daughter and I were recently out for a walk taking advantage of an unseasonably warm weekend day. We noticed quite a few robins flying around the neighborhood, which in eastern Nebraska is a sign spring is on the way. With spring on my mind, I began making a mental checklist of all the outdoor projects I want to tackle once warmer weather is here to stay. As a telecom company, now is a great time to make your checklist for spring projects as well.

I'll leave the details of your spring construction projects to your in-house plant experts, but the checklist I have in mind supports work in the field and positions your company to sell more services in warmer weather.

Here are a few things to consider as your company gets ready for spring

- Remind customers of the importance of dialing before they dig. MACC's on-bill ads are an inexpensive way to get the word out.
- Check your door tag supply. Does your plant team have door tags to use during projects? Do you need to order more?
- Learn how to use Messenger in Customer Master. This feature can be used to send your customers a heads-up via e-mail about any scheduled outages caused by spring construction. Training is available for Messenger.
- Consider yard signs...especially if you're building into new areas. Yard signs are a cost-effective way to market to new customers.
- Are there snow birds returning to your community? You can develop a plan for upselling when they contact you to reestablish services. Adding talking points to Suggestive Marketing in Customer Master is an easy first step.
- Start your summer marketing plans. Summer, and houses filled with bored kids, will be here before you know it. Now is the time to plan to sell services like faster internet and video packages to keep customers happy.

The Creative Services Team and others here at MACC can help with this checklist and much more. Contact us today to learn how we can help put your plans into action...or we can work with you to chart a course for the rest of 2020. Reach us at macccreativeservices@maccnet.com.

Jump Start Training

Jump Start Training is available for Customer Master at our headquarters in Blair, Nebraska. The training is perfect for new employees or anyone who needs a refresher in using our products. To schedule Jump Start Training for your employees, please contact Julie Riecken, Training Support Manager, at 402-533-5313 or jriecken@maccnet.com.

Featured Web Training**Messenger Suite**

Customer Master includes a number of notification tools that are available to use. During this session, we'll provide you with detailed setup information regarding Email and Email-to-Text messages. Examples include Service Order, Trouble Ticket, and Sales Lead notifications, Delinquent Notifications, welcome messages, payment notifications, and other miscellaneous marketing communications. Let Customer Master help you with both internal communication and customer communication!

Trivia Winner

Congratulations to Amy Parlier from CASSCOMM who won this month's MACC Trivia Challenge Contest. Look for MACC Updates for more chances to win!

FEATURED MACC EMPLOYEE**AUSTIN SHAW**

MACC is continually enhancing our products and one of the associates directly responsible for new versions of Customer Master is Software Engineer Austin Shaw, who is our featured employee for March. In addition to working on Customer Master, he also is one of the developers of our MACC Mobile product.

Q. When did you start at MACC?

A. January of 2013

Q. What's your favorite part of your job?

A. I love developing enhancements that make our customers' jobs easier. I also really enjoy researching new technologies to integrate into the software.

Q. Can you please tell us about your family?

A. I have a loving wife, Payton. We've been married for four years, and we have a terror of a cat named Mocha.

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

A. I enjoy golfing, building computers, and playing guitar.

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

A. Anywhere with palm trees and lots of sun!

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

A. "Never cook fish in the microwave."

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

A. Sushi or cheesecake

TECHNICAL INFORMATION**MARS TESTING IS UNDERWAY FOR 2020**

Companies currently enrolled in our MACC Application Recovery Service (MARS) are entitled to an annual test of the service. This testing is now underway! It is a great opportunity for you to test your company's disaster recovery ability. During the test, MACC will restore your database within our hosted environment and provide access for up to three users. Your recovery application and data will be available at the start of your scheduled day and will be accessible for up to eight hours.

New for 2020, we have improved the scheduling process! If you have not already scheduled your annual test, please do so by completing the MARS test form on our website. It takes just a minute to complete. If you have any questions, contact MACC's Technical Support Team at 402-533-5300 or macctechns@maccnet.com.

THE MACC[®] CHALLENGE

Accept the MACC Challenge to become as efficient as possible. Let's work together to streamline your company and maximize efficiency.

[SIGN UP NOW](#)



CHALLENGING YOURSELF HAS REWARDS

If you've accepted the MACC Challenge, we have some great news! Your company will be entered into a drawing for a hotel room upgrade to an Executive Suite at this year's MACC Billing and Technology Conference (MBTC). All associates who attend MBTC from the winning company will also score some special MACC apparel.

This is just the first of the potential prizes for participating in the MACC Challenge! The "Challenge" is part of our celebration of 45 years in business. To celebrate...we have some fun plans to give you the gifts in 2020. Keep reading the MACC eMessage each month for more information.

As a reminder, to participate in the MACC Challenge, all your company needs to do is take advantage of a variety of our products and services between now and the MBTC. We've selected no-cost and low-cost items designed to benefit just about any company looking to become more efficient and profitable.

Eligible products and services for the MACC Challenge are below. In many cases, your company may already be taking some of these steps or using these products, but we've tried to include new ideas for just about everyone.

Let's get started!

Review this list of opportunities and decide which one (or more) is the best fit for your company. Then, complete the form below and we'll be in touch. Need more information? Please contact your MACC Client Relations Manager or Account Manager for guidance as they are ready to help!

Auto-Disconnect and Auto-Reconnect – Based on your delinquent notice criteria, you can arrange Customer Master to create service orders to disconnect accounts based on non-payment or reconnect based on payment. This is available with some set up in Customer Master and training from a MACC Training Conversion Analyst.

AutoPilot – Make your customer communications easier than ever before with AutoPilot! Through this affordable MACC service, we'll create beautiful, HTML-based emails containing important information for your customers. We'll then install the emails in Customer Master for automatic distribution based on pre-determined trigger points. Reduce delinquent customers, boost customer engagement, and more with AutoPilot.

Color Bills – Highlight important aspects of your statements and match your branding by adding color to your company's monthly statements.

Customer Master/Accounting Master Refunds Interface – Having to refund a customer is rarely a good event, so spend as little time as possible on the activity thanks to the CM/AM Refunds Interface. When a customer is entitled to a refund, you can have Customer Master automatically zero-out the customer's account balance and send the corresponding information over to Accounting Master for a check to be processed.

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MACC Mobile – Cut down on truck rolls and give your techs the flexibility of working from the field without having to carry printed Service Orders or Trouble Tickets with them. Using their internet-connected device, your techs will be able to view their Inbox, the Scheduler, clear trouble tickets, complete Service Order Stages, and add Comments. In addition, they can add AM Inventory or Equipment through the Service Order.

On-bill ads – Our on-bill ads offer an affordable, yet effect way to reach your customers. The ads can be targeted to specific customers and are placed in a can't-miss location.

Paperless Push – Getting more of your customers to use paperless billing in conjunction with eBill or ACH is one of the easiest ways to boost your bottom line. The industry average for paperless adoption is 24 percent. If you don't have at least 24 percent of your customers using paperless bills, contact us today for no or low-cost ideas to boost adoption. You'll save trees and money in the form of significant postage savings.

PiE Review – With a Partner in Efficiency (PiE!) review, one of our experts will review how you're using our products and then offer recommendations for improvements. It doesn't stop there though! We'll send an expert to your office to implement agreed upon changes and provide one-on-one training with your team. Clients who have been through a PiE review found the results to be "delicious."

Service Order Templates – Templates can make it easy for you to apply a "profile" to a new tier. For example, if you have a basic telephone tier, you can establish the common information about basic telephone, and then apply the template for USPs, OCCs, Carrier, Toll Code, and Custom information to be applied to that new network.

WOW Training – Empower your employees to get the most out of MACC's products by signing up for WOW Training. With a subscription, our WOW Training program allows your employees to take web training classes each month from the comfort of their own office! Our customers find success lies in taking about six classes per month, to give staff time to absorb and implement the new information.

Write Offs – Here is another opportunity to reduce time spent on customers who aren't paying! When an account-holder fails to pay their bill, and you are ready to move that account balance off of your current balances, the Write Off system is available to manage the process. The system can be used to auto-generate OCCs to zero-out the account balance, and move the balance to a separate Write Off system where it can be tracked. The system will allow you to take payments on those write off balances, run reports, and more. For even greater efficiency, use the Account Mass Write-Off tool. The system will find accounts that do not qualify based on open service orders, OCCs, or other criteria. It is a huge time-saver!

Did we miss something? Is there another MACC service you've been thinking about using, or some other area of your business process you feel needs a tune-up? If so, let us know! We'd love to work together to solve your challenges and make your life at work easier!!

FEATURED RECIPE

WORLD'S GREATEST BAKED POTATO SOUP

Ingredients

- 8 strips of high-quality bacon
- ½ cup of reserved bacon fat or butter
- ½ cup of flour
- 1 yellow onion – chopped
- 2 carrots – peeled and chopped
- 2 parsnips – peeled and chopped
- 2 stalks of celery – chopped
- 1 Tbsp of crushed red pepper flake
- 8 cloves of garlic – minced
- 4-5 cups of homemade chicken stock
- 8 medium-sized potatoes – peeled and chopped
- 3 Large portobello mushrooms – chopped
- 2 dried bay leaves
- Kosher salt
- Fresh-cracked pepper

For Toppings

- Seasoned croutons or Fritos
- Sour cream
- Cheese blend of your choice
- 2 stalks of sliced green onion

1. Season bacon strips to taste with salt and pepper. In the bottom of a large stock pot, cook bacon until crispy over medium heat to render out as much fat as possible. About half of a cup. Dry bacon on paper towels and set aside. Reduce heat to low, add flour (add additional butter if there's not enough bacon fat) to the bacon fat and stir non-stop to keep the roux from burning. Cook the roux for about 2 minutes, or to a medium "just starting to turn brown" color.
2. Increase the heat to medium-low. Add onion, carrots, celery, and parsnips to the pot. Sauté until tender, stirring the vegetables constantly to keep from burning. Once tender, add the crushed red pepper flake and garlic. Mix and let cook for 1-2 minutes. Slowly add the chicken stock to the pot while stirring the vegetables to ensure the roux mixes smoothly. Add the chopped potatoes and portobello mushrooms to the pot, placing the dried bay leaves in the pot last so they float on top. Bring the pot to a boil and cook until potatoes are tender enough to mash. Chop up the bacon and prepare your soup toppings while the soup is cooking.
3. Once potatoes are fully cooked, lower heat and remove the bay leaves from the pot. Using a potato masher or immersion blender, mix the pot until the soup achieves a smooth yet slightly chunky consistency. Season to taste with salt and pepper.
4. In an empty serving bowl, place a few croutons or Fritos in the bottom. Add a few ladles of soup to the bowl, followed by a serving spoon of sour cream. Top the soup with your blend of cheese, chopped bacon, and sliced green onion. Serve while hot, and be ready to cook it again next week because your kids will be asking for it.

Recipe courtesy of Jake Eiserman, Creative Services Designer. Have a recipe you'd like to share? Send it to Ryan at rthompson@macchnet.com.

SOFTWARE UPDATE

TAKE MY NUMBER...I DON'T NEED IT ANYMORE

We know there are times when your customers may want to simply transfer their phone number to another family member, roommate, or business owner. It sounds simple ... just change the name on the MACC Customer Master billing account, but that is not what should be done.

The billing account has lots of personal history associated with it that should never be available to others. Payment processing information that has been set up with an account through CDS Global is another example of private information that cannot just have a name change. Of course, a legal name change of the original account owner would be an exception.

So you ask, what should we do? Always create a New Account in these situations. We know it's not the "shortcut" way, but it is the correct thing to do. All parties keep their personal information private and the new account holder starts with a clean slate. And if the new account holder wants a payment account with CDS Global, they'll be all set. If you'd like some guidance in working through the process, please contact MACC Software Support for assistance.

CLIENT RELATIONS NEWS

NOT EVERYTHING THAT HAPPENS IN VEGAS SHOULD STAY IN VEGAS



MACC's 2020 Users Group is in Las Vegas from April 21st through the 23rd. While what happens in Vegas is supposed to stay in Vegas, we're confident you'll learn some powerful new skills during the Users Group you'll want to bring back to your office and use every day.

Visit maccusersgroup.com

MACC has an experienced crew "headlining" at the Tropicana who are excited to share their knowledge with you! Below is just a sampling of the new ideas and skills you definitely won't want to forget.

- Are you using the best new features in Customer Master? At the Users Group, we'll show you the top 10 enhancements from our 2019 releases and how to use them at your company.
- Do you use MACC Mobile, or are you considering signing-up? Learn the best ways to save time and money with this web-based service. Be sure to bring a mobile device to see MACC Mobile in action.
- In Accounting Master, see how to automate your close process to assist with creating Journal Entries.
- Learn how the purchasing process in Accounting Master can make ordering inventory easier and faster.
- You'll learn at least three ways you can save time in your daily work with new features coming to Customer Master and Accounting Master 20.1.
- Much more...**check out all the sessions**

As a reminder, we have again structured the Users Group so that Customer Master sessions comprise the first half of the Users Group and the second half is dedicated to Accounting Master. You can attend sessions for one product or attend both at a discounted rate.

Hotel reminder...the room cut-off date is March 31

We have a room block at the Tropicana. The cut-off date for our block is March 31st. Be sure to book your room now and save. Check out our website to see the details <https://maccusersgroup.com/hotel/>

Questions? Just let us know

We look forward to seeing everyone next month! If you have questions about the Users Group, be sure to contact us as we are here to help.

SUCCESS STORY

CASSCOMM'S PAPERLESS PUSH SAVES TREES AND MUCH MORE



"I would tell anyone interested in pushing paperless billing to go for it."

This advice comes from Casey French, Director of Marketing and PR for Illinois-based CASSCOMM. He led a recent paperless push at his company to increase paperless billing adoption to above 20 percent and save the company more than \$11,000 per year in postage costs.

The secret to the campaign's success was a \$5 one-time bill credit and consistently pushing the paperless billing message.

"The \$5 may seem like a large credit, but we looked at the money it will save us in the long run through postage savings," Casey said.

CASSCOMM's paperless push started in July of 2018. At the time, only six percent of CASSCOMM's accounts were paperless. The industry average for paperless adoption is 24 percent. After crunching some numbers with MACC's Creative Services Team, Casey recognized the opportunity and a plan was put into place to enable CASSCOMM to boost its paperless billing adoption to the industry average and beyond.

The \$5 bill credit was a great start, but getting the word out to customers was crucial. To advertise paperless billing, he said the company used bill inserts, a custom message on the outside of their billing envelopes, and a website landing page. CASSCOMM's front office team was also heavily involved in the campaign and made sure it was discussed during customer contacts.

Understanding consistency is key, Casey said the company continues to use these methods to educate customers to keep the paperless adoption rate climbing.

"Try to hit all of the marketing aspects MACC offers," he said. "There are so many ways to reach customers."

So how does paperless billing work? MACC gives clients the ability to offer paperless billing through our eBill system, sending statements in PDF format directly to customer e-mail accounts, and a combination of both distribution methods. The different billing methods are controlled through Customer Master.

At CASSCOMM, Casey said the company's customer service representatives confirm the e-mail address is correct and an electronic payment method is in place before turning the paper off and applying the \$5 credit.

Besides the postage savings, paperless billing has other benefits. Customers receive their statements faster and have the opportunity to make a quicker payment. There is also no paper statement to be lost or accidentally discarded by the customer. As the payments are made electronically, there are fewer payments to manually process as paperless adoption rises. Finally, we can't forget about the trees saved as paper use is reduced!

Now is a great time to start a paperless push at your company. A paperless adoption campaign is one of the MACC Challenge opportunities. If you contact us for help with a campaign prior to this year's MACC Billing and Technology Conference (MBTC) in September, your company will be entered into a drawing for some awesome prizes.