

In this issue...

Success Story
Employee Announcement
MACC continues to grow
Software Update
Technical Information
Creative Solutions
What's New on MACC's Website
Featured Recipe

MACC Calendar

July's transmit day for first of the month billing is June 23rd. The complete transmit schedule for 2020 is now available.

MACC Announcements

MACC will be conducting network maintenance on June 14th

From 10:00 a.m. to 3:00 p.m. (Central) on Sunday, June 14th, 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.

THE MACC TEAM IS SADDENED TO OFFICIALLY CANCEL MBTC 2020.

While this was a difficult decision to make, we are absolutely certain this is the right decision. It is our responsibility to keep our customers and our staff as safe as possible, and with that in mind, we decided the socially responsible direction to take would be to cancel the conference. MBTC (it's been called different things over the years) has been taking place for over 30 years and has changed over time, but it's always been an event the MACC team truly looks forward to because we get to interact with the people we consider to be the most special of all – our customers.

As MACC celebrates our 45th Anniversary this year, we are hopeful we can celebrate the anticipation of the next 45 years with you during MBTC 2021 at the beautifully remodeled Embassy Suites Downtown Omaha!

As always, please contact us if you have any questions, or if there is anything we can do for you!

SOFTWARE UPDATE

TEAM SOFTWARE SUPPORT TO KEEP YOU CONNECTED

Our goal in Customer Master Support is to respond to your questions and concerns as quickly as possible. While it is true that you can call or e-mail your assigned Customer Master Software Support Rep, if that representative is away or handling another customer, there could be a delay in response time.

In order to better avoid possible delays, each Software Support Representative is part of a Customer Master Support Team consisting of three to four members. The team is dedicated to assisting you when your primary Software Support Representative may not be available. Each team has an Automatic Call Distributor (ACD) line and an e-mail address that goes to each member of the team.

We introduced the team structure several years ago and have found it has allowed MACC to provide you with an even higher level of support by reducing our response time to you. Please visit the Client Pages on MACC's website at maccnet.com or contact your primary Software Support Representative to obtain the ACD phone number and e-mail address for your team.

Reminder – eMACC applications received cybersecurity enhancements

Our eMACC Team implemented cybersecurity enhancements across our web applications on Monday, March 16th. These enhancements were made to support increased awareness of cybersecurity threats. The enhancements include a required password change to access eMACC products. Login to our Client Pages and then review the Cybersecurity Update on our eMACC page for details.

Featured Web Training

What's New in Customer Master 20.1

We'll walk you through updates to Inquiry, new features related to Service Order and Trouble Tickets, an overview of new Messaging options, and updates to reports. Some really exciting updates include a new in-grid editor for Addresses – making managing your Customer Master addresses so much more efficient. We'll also look at new Billing Categories and methods to handle unreturned equipment.

What's New in Accounting Master 20.1

We've made changes to some of your favorite features including Purchase Order Requisition Approval Improvements, Purchase Order Requisitions Improvements, FMLA Tracking, AR Recurring Entry Improvements, Align Check Template, and Custom Grid Reports Suite.

EMPLOYEE ANNOUNCEMENT FOR JUNE 2020

Three long-time MACC associates have moved into new leadership roles within our company.

Tom Goduto is now the Director of Information Services. He replaces Rex Rogers, who retired last month. Tom started at MACC in 1998 as a programmer. During his time at MACC, he has held a variety of leadership positions and was previously our Director of Billing Services. Tom has a wealth of knowledge and experience working with our customers, associates, and MACC's products and services.

Steve Turner is now MACC's Director of Billing Services. He started as a Systems Analyst with MACC in January of 2006 and most recently was managing our Billing Services Programming Team since September of 2013. Steve has worked extensively with our end-user billing and CABS systems.

Earlier in 2020, **Mary White** assumed management of MACC's Product Team. This group of associates is responsible for managing the ongoing development of Customer Master, Accounting Master, and our eMACC Products. Her previous roles at MACC include Training/Conversion Analyst and Accounting Master Product Owner. Most recently, Mary was managing our Quality Assurance Team, a role in which she will continue.

Please join us in congratulating these long-time MACC associates. They each look forward to working together, with their teams, and all of MACC to continue to deliver the products and services your company needs for continued success.

WHAT'S NEW ON MACC'S WEBSITE?

MACC's Training Team recently completed new MACC Minute Tutorials. These tutorials cover three different aspects of Customer Master.

- MACC Minutes – Mass Write-Off
- MACC Minutes – Prior Month Adjustments
- MACC Minutes – Time Entry

Client Page credentials are required to view this content. Need help remembering your username and password? Let us know as we're happy to help.

MACC CONTINUES TO GROW!

NUCLA-NATURITA TELEPHONE COMPANY CHOOSES MACC'S BILLING SYSTEM



Nucla-Naturita Telephone Company (NNTC) selected MACC to provide a new billing system. The company's conversion was recently completed, and it is now using MACC's platform for its billing, customer management, and accounting needs.

NNTC is located in Nucla, Colorado and also serves the neighboring communities of Naturita, Paradox, Gateway, and Arrowhead. The company provides internet, telephone, and wireless service to its community. It also sells wireless phones from its office in Nucla.

Please join us in welcoming them to the MACC family!

SUCCESS STORY

PEOPLES TELEPHONE COOPERATIVE BOOSTS PRODUCTIVITY WITH CRM



When we find a company doing an outstanding job using our products to their fullest extent, we love to share! For this success story, we want to highlight Peoples Telephone Cooperative's use of Customer Master's CRM (Client Relationship Management) feature. The Texas-based company uses CRM in six different ways to boost productivity with more ideas in the works.

If you are not familiar with CRM in Customer Master, it is a central location to store notes on account contacts. Users instantly see a history of contacts with a customer when an account is opened. From noting billing inquiries to tracking marketing efforts, CRM helps ensure customers receive a consistent message, and it keeps all associates on the same page.

Mcxie Hurst, Peoples' Marketing Manager, said having instant access to all the information available on the customer's account is the feature's biggest benefit.

"We try very hard to keep everything in one place and CRM gives us the opportunity to make notes that we would otherwise hoard in emails," Mcxie said.

She said Peoples has been using Customer Master's CRM feature since they converted to MACC in 2016. Initially, CRM was used to simply track billing inquiries, but as time went on the company found some unique uses for the feature. Mcxie said Peoples is now using CRM in the following ways:

- **Billing Department** – This team uses CRM frequently for customer communications including returned mail and payment discussions. Sometimes these discussions require the 'Inquiry Note' to alert the rest of the team.
- **Marketing** – We are correlating our fiber-to-the-home upgrades and using CRM to add a pop-up to customers who are eligible for the upgrade. This helps all our teams know immediately to offer the upgrade, which is important as we are eventually retiring our copper-based services.
- **Marketing** – After sending annual disclosures in bill inserts, we load a CRM note on the account as a point of reference for the future.
- **Field Technicians** – Peoples has current company goals which require us to track upsells. Using the CRM tags in MACC Mobile, the supervisor can track when a field technician sells our protection plans or other upgraded services in the field.
- **Network Research** – To track requests for speed upgrades in our fixed wireless network where constraints will not allow service, we have created a CRM note to specifically track where to upgrade the network.
- **Regulatory** – We track copyright violations as well.

She said in the very near future, the company also plans to start using CRM to track inquiries from customers wanting a fiber connection where the service is currently unavailable. Peoples' employees first learned how to use the CRM feature during training they received with their initial conversion. Mcxie said the company is where it is today with CRM through hands-on usage and as-needed help from MACC's Software Support Team.

Not using CRM? Now is a great time to start!

Want to implement some of these ideas at your company? Contact your Customer Master Software Support Representative for assistance. As CRM is a core part of Customer Master, there is no additional cost to use it! MACC's Training Team also has a free to use MACC Minute Tutorial covering CRM on our Client Pages* and a web training course is also available.

TECHNICAL INFORMATION

EMPLOYEES ON VACATION? HOW TO CHECK-IN FROM REMOTE LOCATIONS



Everyone needs some time off from work now and then, and everyone could use a vacation. But what if something comes up at work that demands your attention? Well, it's easy to do some standard work, when you have the right tools and security.

One of the easiest ways to catch up on the go, and help out your team, is to have email set up on a mobile device. This allows you to keep up on the goings-on at the office, without a lot of outside set up or confusing applications. Most email providers will have a secure way to allow you to do this, whether it is a secure email client or another security application.

But what if you need that file on your computer at work and you're away on a beautiful vacation with the family? This is where a VPN and remote connections come in handy. With the correct setup, you can access your shared drives from anywhere with an internet connection. To stay safe when on public Wi-Fi at the coffee shop, or wherever you are connecting, a VPN is your best bet. A VPN will encrypt your connection and helps keep your data safe.

Sometimes a VPN is enough to get to your work files, but occasionally you will need to remotely connect to the computer itself. There are dozens of different programs to do this, but the tried and true is RDP, which is built into Windows. With the right setup, knocking out some work on the go is simple and convenient!

Most of today's modern firewalls already have VPN technology built in. If you are looking for a safe way to connect to your office, chances are you already have the pieces in place to make it happen. If you need assistance getting connected remotely, we're here to help! Your MACC Technical Support Team can be reached at 402-533-5300 or via email at macctechns@maccnet.com.

FEATURED RECIPE

DANISH PUFF

Ingredients

- 1 cup flour
- ½ cup butter, chilled and cut into cubes
- 2 tablespoons ice water
- ½ teaspoon almond extract
- 1 cup water
- ½ cup butter
- 1 cup flour
- 3 eggs
- ½ teaspoon almond extract

1. Heat oven to 350 degrees. Measure 1 cup flour into a mixing bowl. Using a pastry blender, cut ½ cup butter into flour until particles the size of small peas form. Sprinkle water, 1 tablespoon at a time, mixing lightly with a fork until flour mixture is moistened and soft dough forms. On an ungreased cookie sheet, press dough into a 12 x 5 strip.
2. In a medium saucepan, heat water and ½ cup butter to boiling. Remove from heat; immediately stir in 1 cup flour until smooth. Add eggs, one at a time, beating until smooth after each addition. Stir in ½ teaspoon almond extract. Spoon over crust, spreading to ½ inch from the edge.
3. Bake 50 to 60 minutes until golden brown and puffy, then allow the pastry to cool. Top with frosting. I use butter cream with a little extra almond extract added to it. You can use canned vanilla and add some extra almond extract to it too. Sprinkle it with sliced almonds and cut into 8 to 10 slices to serve.
4. My family is of Danish descent, so this is a recipe that is always enjoyed at any family gathering.

This recipe is courtesy of Lori Bayne, Product Owner- Customer Master. Have a recipe you'd like to share? Send it to Ryan at rthompson@maccnet.com.

CREATIVE SOLUTIONS

PUT SOME ENERGY INTO EBILL



Are you interested in receiving payments in less time, lowering postage expense, and reducing paperwork? Are you looking to reduce physical interactions with customers during this new normal? Who isn't? Each of these worthy goals can be attained by boosting the number of your customers using eBill and MACC has tools to help.

Customers can't use eBill if they don't know about the service. This means the first step to boosting eBill enrollment is making sure your customers know it is available.

Easy steps to increase eBill awareness include:

1. Making the eBill button on your website hard to miss.
2. Consistently marketing the service to applicable accounts as customers need reminders.
3. Always talk to customers about the service during all interactions.
4. Include enrollment information in a welcome e-mail or packet.

You probably know this already...but customers are busy, bombarded with other messages, and maybe a little forgetful too. This means even if you've advertised eBill in the past, it's crucial you keep doing it!

Here is how MACC can help

1. The Creative Services Team can make your website's eBill button standout.
2. We can also create targeted inserts/ads to promote eBill usage. Here is an example of an insert we can customize for your company.
3. Customer Master's Suggestive Marketing feature can help your team remember to bring up eBill to customers not using the service.
4. MACC's AutoPilot service can create automated, custom e-mails with links to eBill enrollment.
5. Let's get the triple play

It is important to remember customers who switch to eBill are not automatically enrolled in paperless billing and/ or automated payments. The real benefits kick in when accounts have the happy triple play of eBill, paperless billing, and automated payments.

Here are ideas for getting customers to take the triple play

1. Discuss eBill, paperless billing, and automated payments during all customer interactions.
2. Provide an incentive, such as a one-time \$5 bill credit.
3. Enter customers into a drawing.
4. Add a page on your website where customers can request paperless billing and help configuring automatic payments.
5. Consistently run reports to identify accounts not using the triple play and advertise its benefits to them.

Let's go!

Again, MACC has a variety of tools to help increase eBill usage along with paperless billing and automated payments. We want to help your company enjoy all the benefits of eBill! To get started, including using the customized bill insert, contact the Creative Services Team today.