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### MACC Calendar

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

### MACC Announcements

#### **MACC will be conducting network maintenance on August 9th**

From 10:00 a.m. to 3:00 p.m. (Central) on Sunday, August 9th, 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.

## PRESIDENT'S MESSAGE

### REAL CONNECTIONS IN A VIRTUAL WORLD



*by Craig Aman, President and CEO*

Historically, MACC has taken great pride in attending almost all national and state telecom conferences held each year throughout the United States. By attending these events we have been able to catch-up with customers face-to-face, as well as provide important support to those associations which are so essential to all of our companies.

Unfortunately, COVID-19 has brought many changes to all of us, including the cancellation of most conferences. Like you, MACC is learning to adjust and thrive in the new "normal" brought about by the COVID-19 pandemic. One of these adjustments is attending virtual conferences and trade shows. The latest show we attended was the NTCA's Virtual Summer Symposium last week. It was a great, well-organized event! For those of you who had the opportunity to stop by our "booth," thank you very much.

For now, we plan to continue to attend telecom association events being held virtually. While we cannot wait to see everyone in person again, these virtual shows at least provide an opportunity to catch up via chat and to learn about the latest benefits offered by MACC to your companies. I encourage everyone to attend and participate in these virtual events, as they are well-worth your time.

We will list the events where you'll find us in the newsletter, on our website, and on LinkedIn. Please be sure to pay our virtual booth a visit if you are in attendance. Of course, your MACC Representative is never more than a call or e-mail away, so reach out if you need anything. You can also contact me directly at 402-426-6222 or [caman@maccnet.com](mailto:caman@maccnet.com). Stay healthy and I look forward to seeing everyone again sometime in the not-so-distant future.

## Featured Web Training

### Disconnect Wizard

During this session you will learn how to utilize Customer Master's automated disconnect wizard. Based on your delinquent listing, service orders are created and applied on past-due accounts.

### Customizing Accounting Master

Have you implemented all of the latest customization features in Accounting Master? During this session, we'll teach you how you can use the custom ribbon, custom views, Quick Access Toolbar, and more.

# FEATURED MACC EMPLOYEE



## RON RUHS

Ron Ruhs is MACC's Featured Employee for August. He is a Systems Support Specialist on our Technical Services Team. Those of you who work with your company's switch have likely worked with Ron over the years as he helps clients send polling data to MACC for billing. He also keeps busy helping MACC's employees with PC and network troubles, works with our building's security system, and troubleshoots our telephone/PBX system if issues arise.

### Q. When did you start at MACC?

A. October of 1990 – 30 years!

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

A. It is getting to do a wide variety of things. I have also made some pretty good friends over the course of 30 years.

### Q. Can you please tell us about your family?

A. I have been married to my beautiful wife, Bobbie, for just short of 20 years. We have two kids and four grandkids, with a fifth due in December (our son's first).

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

A. Bobbie and I like to ride our bicycles and also do a number of runs including 5Ks to ultra-marathons of 100 miles. I play on the worship team at church and am in an original punk band in Omaha. Guitar building/repair and electronics are also a hobby.

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

A. It's too hard to restrict that to a single location so I'll just go with one of my favorite places– the big island of Hawaii. But going to see the ruins at somewhere like Jerusalem, Rome, or throughout Egypt would be really cool.

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

A. Hit the lottery. Just kidding!

### Q. What's your favorite quote?

A. Whether you think you can or think you can't, you're right.

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

A. Jesus.

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

A. Are jalapeno poppers too much to ask?

## SUCCESS STORY

# EDATAMASTER DELUXE DELIVERS FAST ACCESS TO YOUR BILLING REPORTS



Enjoy faster access to billing data and maybe save a few bucks too with eDataMaster Deluxe. This online service gives you access to your company's billing reports as soon as you approve billing for the month. Iowa-based LNE Communications upgraded to eDataMaster Deluxe for billing and CABS reports. The company found the service reduced shipping costs by \$38 per month, but it gained much more in convenience.

LNE Communications' Jody Holtz said, "The biggest benefit is definitely the convenience of being able to access our billing reports immediately and not having to wait days for our billing CD to arrive."

If you are receiving DataMaster Billing and CABS Reports on a CD each month, making the switch to eDataMaster Deluxe could deliver the same benefits to your company.

### Here are a few questions to consider:

1. Do you have an extra CD burned for an accountant or consultant monthly?
2. Do you pay to have your CD shipped from MACC overnighted to arrive at your office more quickly?
3. Do you request an annual billing CD at year's end?

**eDataMaster Deluxe would eliminate all three of these scenarios.** You can share your company's login credentials with your accounting firm or consultant so they have fast access to needed financial records without needing their own CD. To speed up access, you wouldn't need to have CDs shipped by costlier means as the information is available online. Finally, you wouldn't need to have an annual CD produced as eDataMaster Deluxe's reports are cumulative as each month includes the previous months' data for the year.

The \$38 each month LNE Communications is saving comes from eliminating the added cost of overnighting its billing CDs as they had done in the past. With eDataMaster Deluxe, employees simply have to login to their account to access this important information. You'd also save on the shipping charges to send the CDs to your consultants!

If your company has a manager or other employees who travel frequently, but need access to billing and CABS data, eDataMaster Deluxe is the best option to deliver needed access while they are "on the road." One more benefit to note, with the online reports you have the option of viewing data as pdfs or in txt format.

Some folks ask if they can stop having the CDs shipped all together. We do need to continue producing them as the CDs contain copies of your customers' monthly bills, something not available online due to data size.

If you'd like to explore and learn more about the eDataMaster Deluxe product, contact your Client Relations Manager or Account Manager for more information.

## CREATIVE SOLUTIONS

# GET THE WORD OUT WITH HELP FROM CUSTOMER MASTER

One of the many perks of working on the Creative Services Team here at MACC is we get to see the fantastic job many of our clients are doing in marketing their services when they send us inserts to print or ads to place on their bills. MACC's clients are really stepping up to deliver the internet and other services their communities need in these strange, pandemic times. Do you need to get the word out on what you can do for your customers and community?

MACC's products and services can help and here are a few best practice ideas.

### **Target customers using the Account Research feature**

A common (and wise) approach is to market faster internet to only those customers getting by with slower speeds. You can target these customers with inserts and on-bill ads using Customer Master's Account Research feature. Targeting accounts allows you to tailor advertising to meet the needs of specific customers and to reduce costs if you are sending printed material.

### **Send e-mails and texts using the Messenger Suite**

You can also target accounts using slower internet with an e-mail or text sent from Customer Master's Messenger Suite. This cost-effective solution can be used in conjunction with the Account Research feature to reach just the right customers with a message reminding them faster internet is available. You, or the Creative Services Team, can create HTML code for the email to make it match your brand and boost effectiveness.

### **Helpful talking points from Suggestive Marketing**

When a customer calls, sometimes you have a lot of ground to cover during a short conversation. You can load talking points into Customer Master using the Suggestive Marketing feature. Doing this will provide a helpful reminder to mention faster internet when visiting with a customer. The talking points are based on account criteria so they can be set to only appear for customers using slower internet.

### **The price is right**

Account Research, Messenger Suite, and Suggestive Marketing are all features built into Customer Master and require no extra charges to use. Be sure to take advantage of them! If you are not sure on how to use them, MACC's Customer Master Software Support Team is ready to help. Our Training Team also provides web-based courses covering these topics. Good luck getting the good word out, and if you need some ideas for the graphics, the Creative Services Team is always here to help.

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## MACC CONTINUES TO GROW! SOUTHWEST TEXAS COMMUNICATIONS CHOOSES MACC'S BILLING SYSTEM



Southwest Texas Communications has selected MACC to provide a new billing system. The company's conversion was completed recently, and it is now using MACC for its billing and customer management needs.

Please join us in welcoming them to the MACC family!

## BILLING NEWS

# RAINBOW REVIEW: A YEAR OF COLOR BILLS



Last summer, bright color bills started to roll off MACC's new printer as this statement option became available to our clients. Since it has been about year since we started, I thought I'd take this opportunity to provide an update on our color bills and remind everyone how easy it is to hop on the rainbow by adding color to their statements.

First, here are the numbers. More than 60 MACC clients have converted to color bills, and we are now printing almost 100,000 statements in color each month. Customers are using color to highlight important aspects of their statements, match their brand, and make on-bill ads "pop" off the page. Check out the improvement color makes on our **sample page of on-bill ads**.

MACC makes it easy to add color to your statements. To start, contact your MACC Representative for more information and pricing. You can also visit our **color bill page** on MACC's website for examples of color statements, more benefits, and a convenient form for requesting a sample for your company. We look forward to seeing your statements in color soon.

## FEATURED RECIPE

# MACARONI SALAD

### *Ingredients*

- 1 pound of rotini or shell macaroni
- 1 green pepper, diced or shredded
- 4 carrots, shredded
- 1 onion, diced
- 1 can sweetened condensed milk
- ¾ to 1 cup granulated sugar
- 2 cups mayonnaise (I use Miracle Whip Light)
- 1 teaspoon salt

1. Boil the macaroni noodles for 10-12 minutes. Drain and rinse with cold water.
2. In the meantime, dice or shred the vegetables. Combine sweetened condensed milk with granulated sugar, mayonnaise, and salt. Combine and toss with vegetables and macaroni noodles until combined.

The salad is better if made a day or two before serving. Dressing will thin out and coat the macaroni and vegetables with a creamy sauce.

This is a delicious and easy salad that is always good for those summer picnics and cookouts.

*Recipe courtesy of Lori Bayne, Product Owner- Customer Master. Have a recipe you'd like to share? Send it to Ryan at [rthompson@macnet.com](mailto:rthompson@macnet.com).*



## TECHNICAL INFORMATION

# BENEFITS OF MSAAS IN 2020

For most, 2020 has been a roller coaster of uncertainty. With the current climate, working from home is more prevalent than ever, and MSaaS can help make it a much easier transition. MSaaS provides cloud-based access to Customer Master and Accounting Master.

With MSaaS, your information is stored securely on MACC servers and presented via a Citrix login. This means you save the money, time, and hassle self-hosted servers can be for smaller businesses. A simple email to your Software Support representative is all you need to get immediate help with new users, removing users, and help with logins and PC troubleshooting.

Our servers hosting your information are regularly backed up locally and can be restored without the hassle that can come with a business server going down on-site. On top of this, MSaaS requires individual logon security with a secure password that can be reset with our simple online password manager. All your information will be protected by MACC's network security, and our Tech Support team will be able to get your new and veteran users alike up and running in no time. Once we set up new users, we call, log into their computer, and walk through the setup, including the software needed and the profile setup in our self-service portal. The self-service portal allows users to set up a profile with security questions that allow them to unlock their accounts and reset passwords quickly, saving the call time.

The best part, especially right now...this is all achievable from home without any fuss. Because we use a web login to get into your applications, the most basic computer will be enough to log in and use our software. This gives you the flexibility to work from home or the office, whichever works best for you at any given time.

If you are interested in or have questions about transitioning to MSaaS, MACC Tech Support is available to answer any questions, and we'll even migrate all your users and data for you, testing to ensure everything is up and running. This means there is little to no downtime for you and your employees! Your MACC Technical Support Team can be reached at 402-533-5300 or via email at [macctechs@maccnet.com](mailto:macctechs@maccnet.com).