

## In this issue...

Success Story  
Creative Solutions?  
What's New on MACC's Website  
Featured Recipe

## MACC Calendar

September's transmit day for first of the month billing is August 24th.

## MACC Announcements

### Maintenance Sunday – August 8th

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

## Industry Calendar

MACC will be attending the following telecom industry events

- Aureon Golf Classic
- PRIMO Summer Conference
- Tri-State Telecom Conference
- KTA (KY) Annual Meeting
- TTA (TX) Convention
- MTA (MT) Annual Meeting
- TASK of Kansas
- INRBA Leadership For

## SUCCESS STORY

# MACC'S WEB API PROVIDES EASY ACCESS TO AFTER-HOURS SUPPORT



Your customers want it all...the latest services, competitive pricing, and outstanding support. Our job at MACC is to ensure you have the tools you need to thrive in this competitive market. One of MACC's newest tools is our Web API and the Scott County Telephone Cooperative (SCTC) is using it to efficiently deliver 24x7 support as it grows its service territory.

What is the Web API? As you might have guessed by its name, the Web API uses the internet to provide access to account information in Customer Master to third-parties. At SCTC, the Web API connects Customer Master to an after-hours support vendor. MACC has integrated with third-party vendors for many years, but what sets the Web API apart is its flexibility and relatively easy configuration. While the information provided to third-party vendors by the Web API is easy to access, only the specific data they need for a process is shared.

### Web API in action

SCTC is located in Gate City, Virginia. Accounting Manager, George Lynch, said before the cooperative implemented the Web API, it had a much simpler, manual process for after-hours support where customers called and left a message for a technician. While leaving a message might have worked in the past, George said SCTC is expanding services into new markets and the cooperative realized it needed to improve its after-hours support.

"As we pushed out into other areas, we needed to offer constant customer service as we now compete with others," he said. "It's what people expect."

With the Web API in place, customers who call for after-hours support for all services are routed to SCTC's third-party vendor. The Web API gives the vendor's technicians the information they need to provide support through trouble shooting the issue on the phone, or if needed, starting a trouble ticket in Customer Master for SCTC's employees to resolve. During a typical month, the Web API is used to help 150+ customers.

"Our cooperative benefits by not needing to increase our work force to cover the slower, overnight timeframe, while our members/customers still enjoy the benefits of 24x7 service," he said.

**CONTINUED ON PAGE 2**

## CREATIVE SOLUTIONS

# THREE IDEAS FROM THIS SUMMER'S POP-UP TRAINING

by Ryan Thompson, Creative Services Manager

In June, I had the good fortune to join MACC's Training Support Manager, Julie Riecken, in presenting aMarketing in Customer Master class during Pop-up Training. If you ever have an opportunity to take a class from Julie, make sure you do as she is a wealth of information, and I always pick up ideas on how Customer Master can help with marketing efforts to pass along to clients with whom I'm working. I wanted to share a few of these ideas in this month's newsletter.



### **Seasonal campaigns in suggestive marketing**

Customer Master's suggestive marketing feature provides talking points for use during customer interactions based on a wide variety of criteria. One way to use suggestive marketing is to develop and save criteria for seasonal campaigns and then repeat these campaigns each year as needed. Whether it's checking to see if faster internet is needed for back-to-school time or reminding customers of sports packages on your video service during football season, the ways this feature can be used are almost unlimited.

### **Default bill medium on eBill enrollment**

If you joined us for the Marketing in Customer Master class, you know we passed along ideas to boost paperless billing adoption. To achieve this goal, you can now change a setting in Customer Master to have a customer's paper bills automatically disabled if they enroll in eBill. Instead of the paper bill, customers will receive a notice of bill readiness directly from the eBill system. We do recommend you make this policy clear to your customers, but once this process is in place, your company will begin to enjoy lower postage costs and less manual entry of payments.

### **Using AutoPilot for customer surveys**

You may know MACC's AutoPilot service can configure Customer Master to distribute automated e-mails to welcome new customers to your company or remind them to pay when accounts are about to become delinquent. Another use of AutoPilot is to automatically send e-mails with surveys after a technician's visit to either install service or resolve a trouble report. It's an easy and automated way to help ensure customer satisfaction.

Your Customer Master Software Support Representative can help you configure suggestive marketing and change your company's bill medium settings. Please reach out to me directly at [macccreativeservices@maccnet.com](mailto:macccreativeservices@maccnet.com) if you'd like more information on using AutoPilot to distribute customer surveys.

## **AFTER-HOURS SUPPORT...CONTINUED FROM PAGE 1**

### **Looking at integrations?**

If your company is looking to integrate with other vendors, please contact your MACC Representative for details on the Web API and other options available to you. We are here to help make your company as efficient, yet customer friendly as possible.

As George explained, "It's great having a partner like MACC to help us meet our customers' needs."

## FEATURED RECIPE

# INSTANT POT® EASY CHICKEN AND RICE



### Ingredients

- 1 1/4 pounds boneless, skinless chicken breast, cut up (about 1 1/2-inch pieces)
- 1/2 teaspoon onion powder
- 3/4 cup uncooked long grain white rice (measure carefully for best results)
- 1/2 cup shredded Cheddar cheese
- 1 1/3 cups chicken broth or water
- 1 can (10 1/2 ounces) cream of chicken soup
- 3 cups fresh small broccoli florets

### Step 1

Spray the inside of a 6-quart Instant Pot with vegetable cooking spray. Season the chicken with salt and pepper. Layer the chicken, onion powder, rice and 1/4 cup cheese in the pot. Pour the broth over the cheese and spoon the soup on top (the order is important, so don't stir until after the cooking is done).

### Step 2

Lock the lid and close the pressure release valve. Pressure cook on High pressure, setting the timer to 6 minutes (timer will begin counting down once pressure is reached- it takes about 10 minutes). When done, press Cancel and use the quick release method to release the pressure.

### Step 3

Add the broccoli and stir well, then sprinkle with the remaining 1/4 cup cheese. Close the lid and let stand for 10 to 15 minutes or until the rice is tender and the broccoli is tender-crisp (this gives the rice time to absorb more liquid for the perfect creamy consistency). Season to taste.

*This recipe and image are courtesy of Campbell's. Have a recipe you'd like to share? Send it to Ryan at [rthompson@maccnet.com](mailto:rthompson@maccnet.com).*

## WHAT'S NEW ON MACC'S WEBSITE?

# JULY'S ADDITIONS INCLUDE TAX INFORMATION AND MACC MINUTES

For companies in Kansas and New York, there are new tax tables available on Client Central. For everyone, our training team added new MACC Minutes video tutorials for both Accounting Master and Customer Master. Click on the links below to access the new content. You will need to first login to MACC's Client Central to see the new material.

- Tax table information for Kansas and New York ([macclientcentral.com/accounting-master/tax-table-information](http://macclientcentral.com/accounting-master/tax-table-information))
- Customizing Accounting Master video tutorial ([macclientcentral.com/training/macc-minutes/customizing-accounting-master](http://macclientcentral.com/training/macc-minutes/customizing-accounting-master))
- Reversing/Voiding Checks in AM video tutorial ([macclientcentral.com/training/macc-minutes/accounting-master-reversing-voiding-checks](http://macclientcentral.com/training/macc-minutes/accounting-master-reversing-voiding-checks))
- Customer Master Trouble Ticket Mass Outage video tutorial ([macclientcentral.com/training/macc-minutes/trouble-ticket-mass-outage](http://macclientcentral.com/training/macc-minutes/trouble-ticket-mass-outage))