

In this issue...

Client Relations
Product Spotlight
Technical Information
Rockin' Reports
Creative Solutions
What's New on MACC's Website

Transmit Day

March's transmit day for first of the month billing is February 22nd.

Download MACC's February Calendar

You'll find our recipe of the month (Chocolate Covered Strawberries), Tips and Tricks, and TRIVIA!

[Click to download the February Calendar](#)

MACC Announcements

Maintenance Sunday – February 13th
From 10:00 a.m. to 3:00 p.m. (Central) on Sunday, February 13th, 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 time frame on the second Sunday of each month.

Industry Calendar

MACC will be attending the following telecom industry events

- **NTCA RTIME**
- **NTTA Broadband Opportunities Summit**

CLIENT RELATIONS

TAKE THE 2022 CLIENT SATISFACTION SURVEY... IT IS EASY TO COMPLETE

Please take a few minutes and complete the 2022 MACC Client Satisfaction Survey as we want to hear from you! Your opinion of our products, services, and customer care truly matters. **If you, or someone from your company, has already completed a survey, thanks for your help!**

macclientcentral.com/survey



PRODUCT SPOTLIGHT

TRANSITION TO THE ACP IS REFLECTED IN AN UPDATED VERSION OF CUSTOMER MASTER

by MACC's Product Team

You can rely on MACC to ensure our products are continually updated to meet the evolving regulatory needs of the telecom industry. This was the case last week when we implemented a change in Customer Master to accommodate the transition of the Emergency Broadband Benefit Program (EBBP) to the Affordable Connectivity Program (ACP).

Due to this FCC requirement, all references to EBBP in Customer Master were updated to reflect the new program. Users will see these changes in Maintenance screens, the Network Suite, Report Suite, Service Orders, and applicable tools.

These updates are included in Customer Master versions 21.1 and 21.2. Call your Customer Master Software Support Representative for any questions pertaining to the version of your software.

In addition to updating Customer Master for the ACP, MACC's Product Development Team made enhancements to accommodate for new FCC 477 census data reporting requirements, HUBB requirements, and to the Reassigned Numbers Database.



TECHNICAL INFORMATION

BOOST YOUR DEFENSE AGAINST CYBER ATTACKS WITH TRAINING FROM MACC

by Greg Simpson, Technology Services Manager

Looking for a cybersecurity training program for your team, but you are not sure where to begin? Your search could be over! MACC recently launched cybersecurity training programs for clients to promote increased diligence against online threats.

We have companies which have already taken cybersecurity training, and they are reporting good results. Adam Rislov, General Manager at Nunn Telephone Company, said a focus on e-mail safety was the key point his team took from the training. He reported the company received “brownie points” when he went to renew insurance for taking the training.

Another client, Steve Trimble, General Manager at Palmer Mutual Telephone Company, said, “It brought to light things you need to be aware of and reminds you to be extra careful.”

We offer two levels of training to educate our clients’ teams on how they can protect themselves and your company from evolving cybersecurity threats.

Basic Training Program

Basic cybersecurity training is available at no added cost to MACC’s Technical Support Program (TSP) subscribers. The basic program includes helpful training videos followed by an assessment taken by each employee. Employees will earn a certificate for successfully passing the test. The training content is refreshed annually and can be taken as often as you’d like. If your company is currently a TSP subscriber, and it is not taking advantage of this cybersecurity training, we encourage you to start now! If you’re already utilizing our cybersecurity training, be sure to check out the new content for 2022!

Full Training Program

In addition to the basic annual training, we are also offering a full, ongoing training program to keep cybersecurity at the top of your team’s minds throughout the year. Building on the annual training, employees receive weekly micro training with helpful tips and guidance to improve their cyber awareness. This training has proven to be beneficial to both the individual user and the company as a whole.

The full training program also includes ongoing phishing e-mail tests to help employees get real world phishing experience without the risk of a compromise. Each employee is assigned a security score based on how well they are doing with the training/phishing and has access to an anonymized leader board to show how they are doing compared to their peers. You will also have access to reporting options to measure your team’s progress and verify your company is actively involved in a cybersecurity training program.

To get started on either training program, and to learn about the other benefits of the TSP, please reach out to the MACC Tech Support Team at 402-533-5300 or via email at macctechn@maccnet.com. We look forward to helping you make your company more secure in 2022.



ROCKIN' REPORTS

WONDERING ABOUT WEB REPORTING? CHECK OUT THE KEY BENEFITS

by Rick Paulsen, Client Relations Manager

It's been some time since we discussed Web Reporting, so I wanted to touch on some of the most important benefits of the service. The first thing to note is an improvement our Product Team made to Web Reporting. Originally, you could see four reports on one screen, then we added four more. It is now possible to have many more screens...it just depends on the user's preference. Read on for more ways to use this powerful MACC tool at your company.

Different reports for different roles

If you are the administrator for your Web Reporting Log-ins, you can set up multiple log-ins for different job duties, such as manager, marketing manager, plant manager, reports for board meetings, etc. If you don't have a Web Reporting Administrator you should get one to handle access for others at your company. Contact your Software Support Representative for setting up a Web Reporting Administrator.

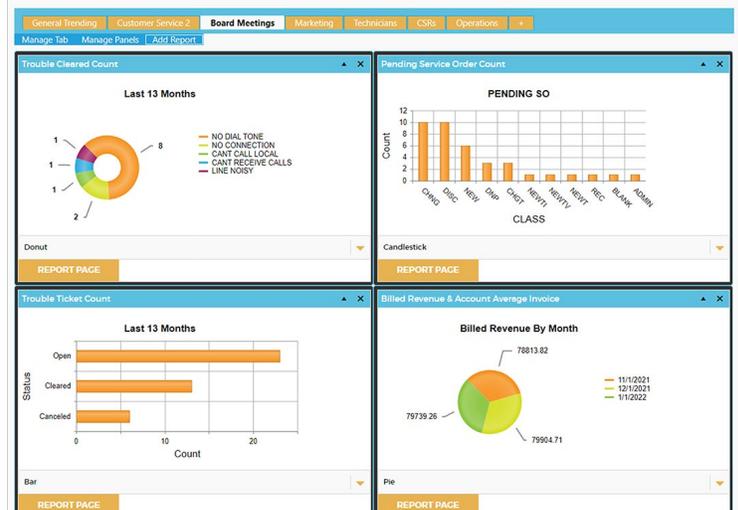
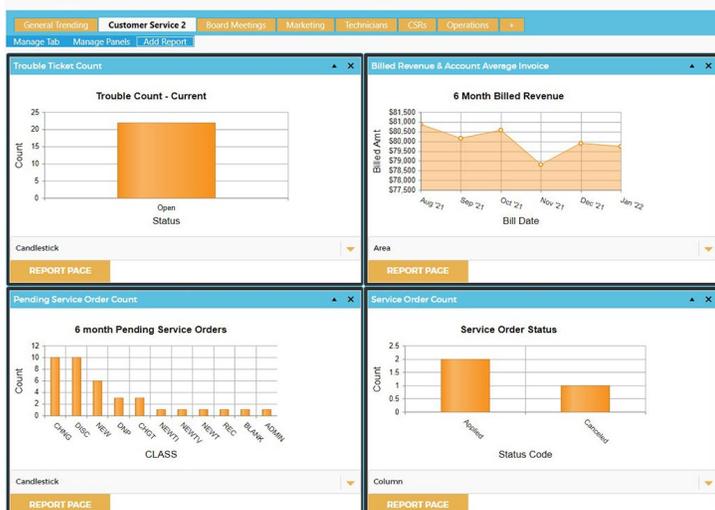
Web Reporting Dashboard

Another aspect of Web Reporting on which to focus is the Dashboard feature. It allows you to select certain reports displaying information in different ways. Below is a view of the Dashboard reporting. If you have Web Reporting, and don't see the Dashboard, let your Software Support Representative know and we can activate it for you.

Using the Dashboard, you can set up various reporting tabs as well for different pieces of data, revenues, USP counts, etc. For example, your marketing person may want to track USP codes pertaining to a current promotion. With these reports, at a glance this information is available. For another example, your general manager may want to see how many Service Orders or Trouble Tickets are open. Again, this information is quickly available. Additionally, your accounting team can track revenues month-to-month.

There are just lots of good ways to track things day-to-day in Web Reporting. You can track churn on networks or services to keep an eye on cable TV revenue. For internet you can also track your numbers to compare between customers using slower and faster internet packages. Reports are able to be exported to Excel for further manipulation.

If you're interested in getting Web Reporting set up at your company, contact your Client Relations Manager or Account Manager for a demonstration of this great product. For companies who have a Web Reporting subscription, MACC's Training Team has a very helpful web training course available on Client Central.



CREATIVE SOLUTIONS

NEW BILL INSERT TEMPLATES CAN BOOST ADOPTION OF MONEY SAVING SERVICES

by Ryan Thompson, Creative Services Manager

At MACC, we make things easy, including offering material to help increase the adoption of efficiency boosting services like paperless billing, eBill, and Web Self-Care. For this reason, the Creative Services Team added a new section of bill insert templates on our website.

There are several bill insert templates for each service from which to choose. On the website, they are all branded in our demo company's colors and logos, but at no charge, the Creative Services Team will customize the insert you select with your company's brand and text. It's just a matter of selecting the design you like and using the handy online form to let us know.



Once we know you're interested, we'll get busy customizing artwork just for your company and send you a proof of your insert and pricing to have it printed for use in your bills. We do ask you notify us at least 10 business days in advance of the bill transmit day for which you'll need the inserts.

Using these inserts can make a real difference in terms of money and time saved. We have used inserts similar to those on our template page and other statement-based advertising to significantly increase the adoption rates of the services listed above. For one client, we reduced postage expense and the amount of manual payment processing by more than 20 percent. If you'd like results like these at your company, using one of our insert templates is a great start.

We can also create complete communication and advertising campaigns to boost service adoption as well. Send an e-mail to macccreativeservices@macnet.com to get started. We look forward to helping your company become more efficient.

WHAT'S NEW ON MACC'S WEBSITE?

A NEW ACCOUNTING MASTER MACC MINUTES TUTORIAL

Our Training Team added a MACC Minutes tutorial on how to reassign check numbers in Accounting Master. As a reminder, MACC Minutes are concise training videos available at no added cost to all MACC Clients. Log-in to MACC's Client Central and then check out the latest video today!

- [Reassign Check Numbers](#)

A colorful banner with a blue background and a decorative border of colorful patterns. The text reads "POP UP TRAINING" in large, bold, white letters with a red outline. To the right, it says "Spring into Learning!" in a large, white, rounded font. Below that, it says "Save the date...April 19th - 21st" in a smaller, white font. On the far right, there is a small illustration of a white rabbit sitting down.

POP UP TRAINING Spring into Learning!
Save the date...April 19th - 21st