

In this issue...

Client Relations News
Changes on the MACC Team
Product Spotlight
Success Story
CABS News
Software Update
Technical Information

Transmit Day

July's transmit day for first of the month billing is June 23rd.

Download MACC's June Calendar

You'll find our recipe of the month (Grilled Shrimp Skewers), Tips and Tricks, and TRIVIA!

[Click to download the June Calendar](#)

MACC Announcements

Maintenance Sunday – June 12th
From 10:00 a.m. to 3:00 p.m. (Central) on Sunday, June 12th, 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

- **TSTCI Annual Conference**
- **IBTA (IL) Annual Convention**
- **OTA/ATA Summer Conference**
- **NTCA SRC Live**
- **TELSE Summer Symposium**
- **GTA Annual Meeting**
- **ICA (IA) Golf and Grill Classic**
- **IBTA (IN) Summer Convention**

CLIENT RELATIONS NEWS EVEN WITH CAMOUFLAGE, WE STILL WANT TO SEE YOU! MBTC REGISTRATION IS OPEN!

by Joelle Kesling, Director of Client Services

MBTC 2022 is almost here, and we are so excited to get to see you again after all this time! Registration is open, so please go to www.maccmbtc.com to register and see all the details for MBTC 2022!

While we are all trying to get to a place that feels “normal” again, we know it can be hard to get away from home and the office. However, we know you will learn so much during MBTC 2022, you will be ready for the next customer education session before you even leave Omaha to return home! We will show you the latest product enhancements that make your day-to-day jobs more efficient. You will learn about upcoming functionality and exciting new partnerships that allow additional offerings to your end-users. We will be reviewing both Accounting Master and Customer Master, with many different sessions offered – no matter what your job title or role in your company is – there is something for everyone. So many of you have told us how valuable you find all the education opportunities MACC offers, and we are excited to get the chance to see you in person during 2022!



As we previously reported, we are returning to the newly-remodeled Embassy Suites Downtown in the Old Market District of Omaha. We're near the airport for those flying into Omaha, and Embassy offers a shuttle to and from the airport as well. We're near all kinds of fun places to shop, eat, drink, and be merry! MBTC 2022 will be held from September 7th – 9th for Session One and September 12th – 14th for Session Two. We hope by continuing to offer two sessions, your entire office staff can take advantage of the educational opportunities and join us in Omaha for this exciting conference!

Don't forget, each evening we have some fun activities planned after your days of learning. The first night, MACC hosts a reception, where you'll have the opportunity to mingle with your peers and enjoy some delicious food created especially for our theme. The second night, we will be interacting with Dueling Pianos, where you'll have a chance to enjoy a buffet dinner followed by a whole lot of fun, laughter, and singing!!

We can't wait to see you all again soon! Please register at www.maccmbtc.com for the conference. The registration page will also have a link to the hotel, so you will be able to make your hotel reservations quickly and easily!

As always, let us know if you have questions about the conference, Omaha, MACC, or anything in between!

CLIENT RELATIONS NEWS

CHANGES ON THE MACC TEAM

by Joelle Kesling, Director of Client Services



Jill Arthur



Pam Wulf

We're saying "Happy Retirement!" to a long-time co-worker and friend, Jill Arthur. Jill spent 19 years at MACC, first as a Training / Conversion Analyst coming to your offices to teach you all about Accounting Master, and then as a Client Relations Manager handling most companies west of the Missouri River. Jill's vast knowledge of the industry, our products, and your business needs will be missed on a daily basis – but the good news is Pam Wulf is stepping into Jill's shoes and taking the lead role as the Client Solutions Manager!

Pam has worked at MACC for many years, most recently as the Account Manager for the companies Jill covered. Prior to being an Account Manager, Pam worked as a Software Support Representative – so this should tell you she knows a lot about Customer Master, MACC processes, and your business needs.

If you have any questions, please contact me at 402-533-5270 or jkesling@macnet.com and I will be happy to help!

PRODUCT SPOTLIGHT

MACC IS ENHANCING CUSTOMER MASTER TO MEET BDC REQUIREMENTS

by Mary White, Product Development & QA Manager

Ensuring your company can meet all regulatory requirements is one of MACC's highest priorities. With this goal in mind, we are currently working on enhancements in Customer Master to enable your company to provide the needed data for the [Broadband Data Collection \(BDC\)](#) filing.

The BDC portal will open on June 30th and the filing deadline is September 1st, 2022. We currently plan to have enhancements for the BDC added to Customer Master before June 30th. If an upgrade to your company's version of Customer Master is needed to receive the enhancements, your Software Support Representative will reach out to you.

The following enhancements will be added to Customer Master for the BDC:

Fixed Broadband Availability Data

- Seven required fields for this filing will be added.
- Importer functionality will be enhanced to assist with mass updates of address information.

Fixed Broadband Subscription Data

- MACC will accommodate the new technologies required for the BDC report.

Fixed Voice Subscriptions

- MACC will reproduce the 477 data report files for the BDC filing. These reports will be the same for both the 477 and BDC.

An important note relating to the BDC

The BDC requires companies to scrub their addresses against the FCC's Location Fabric and to have your filing certified by a Professional Engineer. We strongly encourage you to reach out to your industry consultant and/or engineering firm for assistance with these aspects of the program.

Questions?

The MACC Team will continue to keep you updated on our progress with the BDC enhancements. If you have any questions regarding our response to the BDC, please reach out to your Client Relations Manager for more information.



SUCCESS STORY

DIRECT COMMUNICATIONS PERFECTS PAPERLESS BILLING WITH A 70% TAKE RATE



The MACC Team loves to pass on examples of companies using our products and services to reduce costs, boost profits, and make the work day easier. One outstanding example is Direct Communications' paperless billing adoption rate. The Rockland, Idaho-based company has a paperless billing take rate of more than 70 percent!

How did Direct Communications get so many accounts to convert to paperless billing? To find out, we asked the company's Network Design Manager, Marjorie Clifford, what tactics were used, the benefits it's seen, and what she would tell other telecoms looking to boost their use of paperless billing.

What steps did you take to get such a high paperless billing adoption rate?

When we decided to implement paperless billing we immediately made email the primary choice for new accounts. If customers want a paper bill, they have to request it. We also made a point to ask customers with every contact if they would like to switch to paperless billing, and then finally, called out to customers who remained with paper bills to ask if they wanted to switch in case they had not been contacted yet.

When did this process start?

I believe we started switching as soon as the Customer Master release for paperless billing became available in 2012.

What tactic was the most effective?

Because we have a young bedroom community located next to a larger metropolitan area, our most effective tactic was changing the billing to paperless with all new installations. The second most effective tactic was asking customers at every contact if they wanted to switch.

How do most customers pay?

A large majority of our customers have autopay set up through our online system. If it is not recurring payments in our system, then they have it set up through their bank, or they are making one-time, online payments. The number of paper checks we receive has decreased even though our customer base has had a huge amount of growth.

What have been the most important benefits of the high paperless adoption rate?

We have definitely seen our cost for billing and postage decrease as well as the amount of check processing in our office. As a secondary benefit, we have asked so many of our customers for their email addresses, we can use this information for other types of notifications and contacts.

Does anyone ever want to switch back, and if so, what's the policy?

Very few of our customers ever request to switch to paper billing. If they do, the usual reason for switching has something to do with their employer requiring a paper bill. If they ask, we will let them switch and do not enforce any penalties because it happens so rarely.

What advice would you give to other MACC clients who are looking to improve their paperless adoption rates?

In our market we have found the majority of customers didn't want a paper bill in the first place and were trying to cut out as much clutter as they could. Most people just don't think about it unless they get asked and you make the switch easy to do. For these reasons, I would say asking with every contact would be my biggest piece of advice.

Ready for less paper and reduced billing expense?

If you'd like help boosting your company's paperless billing adoption rates, please reach out to your MACC Representative. MACC has an entire "tool box" at your disposal to cut costs through paperless billing.

CABS NEWS

PLEASE DON'T FORGET...TARIFF UPDATES ARE NEEDED

MACC is gearing up for the tariff changes for Special Access for July and Switch Access for August.

Please remember...we will need your new tariff updates sent to the CABS group at MACCCABSSPECIALSERVICES@MACCNET.COM as soon as you receive them in June. If your consultant receives them on your behalf, please pass this reminder on to them. Thank you!



SOFTWARE UPDATES

TMS PTO REQUESTS AND CUSTOMER MASTER'S SCHEDULER

by Julie Riecken, Training Support Manager

Are you wanting to keep your employees' vacation requests in sync with the Customer Master Scheduler? With just a few simple settings, MACC can help!

If you are utilizing Paid Time Off Requests in TMS (Time Management System), your employees can easily and efficiently request time off. When they do so, a notification is sent to that employee's manager for time off approval. When that occurs, a PTO appointment can be passed into Customer Master. On the Customer Master Advanced Scheduler, the employee's time will be blocked out.



If you are interested in this feature, please work with your Software Support Representative to have the PTO request interface enabled. If you are using TMS, but not using the PTO request feature, we recommend taking training to implement this helpful tool. If you aren't using TMS today, please work with your Account Manager or Client Relations Manager to learn more.

TECHNICAL INFORMATION

Using Google's free email with MACC products?

by MACC's Technical Support Team

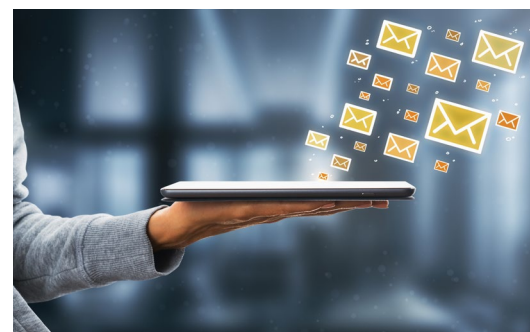
We are reaching out to our customers to make sure you are aware of Google's decision to no longer support signing in to third-party apps with a Google Account. This appears to only apply to users of Google's free service at this time and Google plans to announce removing it for paid users at a later date. They previously announced this function will no longer work as of May 30, 2022.

If you are using Google's free email service to send emails from MACC products, please be aware that the ability to send emails may be disrupted now that we are past May 30.

In addition, Google has also announced that they will require businesses to upgrade to a paid version in order to continue using email services. Google advises companies to upgrade to Google Workspace before August 1, 2022 in order to avoid account suspension.

Please take a moment to review your Google account to ensure you aren't at risk of email services being disrupted. Once your account has been upgraded to Google Workspace, you will have the ability to setup the Google Workspace SMTP relay service for use within MACC products.

We have provided some additional information below, but feel free to reach out to your MACC Technical Support Team with any questions you may have.



Notice about third-party apps

<https://support.google.com/accounts/answer/6010255>

Notice about Google Workspace

<https://support.google.com/a/answer/60217>

Information about SMTP relay

<https://support.google.com/a/answer/176600>