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## Transmit Day

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

## Download MAACC's April Calendar

You'll find our recipe of the month (Pineapple Chicken), Tips and Tricks, and TRIVIA!

[Click to download the May Calendar](#)

## MACC Announcements

**Maintenance Sunday – May 14th**  
From 10:00 a.m. to 3:00 p.m. (Central) on Sunday, May 14th, our technicians will conduct maintenance on our network. During this time, web-based services from MAACC may be unavailable. This affects MSaaS and all MAACC websites (Web Reporting, TMS, FTP, etc.) as well as online access to customer statements. Going forward, MAACC will be scheduling network maintenance during the same time frame on the second Sunday of each month.

## Industry Calendar

MAACC will be attending the following telecom industry events

- **Broadband Communities Summit**
- **TOC Showcase**
- **WSTA Annual Convention**
- **KYRBA Annual Meeting**

## CUSTOMER MASTER 23.1 IS NOW AVAILABLE

Version 23.1 is the latest edition of Customer Master. Check out highlights of this edition, its Update Letter, and links to online education that can help you get the most out of the new features.

- [23.1 Highlights](#)
- [Update Letter](#)
- [What's New in CM 23.1 Training](#)



## CLIENT SOLUTIONS NEWS MBTC 2023'S WEBSITE IS LIVE

by MAACC's Client Solutions Team

If you saw last month's article on MAACC's Billing and Technology Conference (MBTC) for 2023, you know Session One is scheduled for September 6th through the 8th with Session Two slated for September 11th through the 13th. The question is whether you've figured out our 2023 theme. The clues were if you knew Jenny's number and why the Chicago Bears were rapping.

To see this year's theme, and much more, check out the recently launched MBTC 2023 website: [maccnet.com/mbtc](http://maccnet.com/mbtc)

Currently the website has save the date information, more information on our hotel, and details on all the fun entertainment you can enjoy if you join us at MBTC 2023. Please check back to the website in the coming weeks as we'll be adding more information, and we are tentatively planning to open registration during the first week of June.

If you have any questions about the MBTC, you can reach out to Kristi Rounds at [krounds@maccnet.com](mailto:krounds@maccnet.com) or Kaitlyn Zepnick at [kzepnick@maccnet.com](mailto:kzepnick@maccnet.com).

We look forward to seeing you in September!



# CREATIVE SOLUTIONS

## GIVE A WARM ELCOME TO NEW CUSTOMERS WITH AUTOPILOT

by MACC's Creative Service Team

The end of the onboarding process is the beginning of what is hopefully a long relationship with a new customer. To give your new customers a warm welcome, the Messenger Suite in Customer Master can be configured to automatically distribute "welcome" messages in the form of e-mails after an installation is complete.

Considering an addition of a welcome message to your onboarding process? Here are some ideas for content.



### Start with the basics

A great foundation for a Welcome message is to include a thank you, company contact information – including a way to report trouble or get tech support, social media links, and details on billing. Links to your online payment options and information on paperless billing help boost adoption of these money-saving practices.

### Spread the good news about your service

Increase word-of-mouth advertising for your services by including information on a referral plan. It doesn't take too large of a bill credit to get folks talking to friends, family, and neighbors.

### Managed WiFi

If your internet includes a managed WiFi option, include links to information on using the service and downloading any mobile apps associated with the equipment your company is using.

### Request reviews and testimonials

Your company provides an outstanding experience for new customers. Give them the opportunity to tell you and the community about it through links to Google Reviews or a page on your website with a form to collect testimonials.

If you'd like help configuring these messages, and a flair of your company's colors, consider MACC's AutoPilot service. We'll create custom, branded welcome messages with the content mentioned above or whatever else you'd like to tell your new customers. For more information on using welcome messages or our AutoPilot service, send a message to [macccreativeservices@maccnet.com](mailto:macccreativeservices@maccnet.com).

## HAVE A MINUTE?

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