Transmit Day
August's transmit day for first of the month billing is July 24.

Download MACC's July Calendar
You'll find our recipe of the month (Tomato and Cucumber Salad), Tips and Tricks, and TRIVIA!

Click to download the July Calendar

MACC Announcements
Maintenance Sunday – Junly 9th

From 10:00 a.m. to 3:00 p.m. (Central) on Sunday, July 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 time frame on the second Sunday of each month.

Industry Calendar
MACC will be attending the following telecom industry events
- **PTA (PA) Annual Convention**
- **CTA (CO) Summer Conference**
- **NTCA Summer Symposium**
- **NTCA Summer Symposium**

CLIENT SOLUTIONS NEWS
MBTC 2023 IS RAD!!
By Joelle Kesling, Director of Sales + Marketing

We have a star-studded line-up for MBTC 2023 and want to give you a sneak peek at what you will be missing if your team doesn't attend.

Want to know about the cool new things we are bringing to the table as a result of the Harris acquisition? We'll be showing you new and exciting functionality and partnerships. You can catch this information not only in the opening session, but during Mary White's "Cool New things in R+D" break-out session.

We know you enjoy hearing all about what MACC offers from the MACC team … but how about from your peers at other companies? We will have representatives from across the country at companies just like yours coming to share their experiences with you. Hearing from people who understand just what you go through each day – and letting you know what they have done to become more efficient – will be a great added value!

Finally, you will have the opportunity to enjoy a wide variety of paid and free training, and breakout sessions, to learn more about what you can do in your own office to enhance what you already do each day. We are working hard to insure this is a MUST-ATTEND conference to add to your calendar!

See you soon!

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

We can't wait to see you in Omaha!

PRODUCT SPOTLIGHT
ENGAGE AND INSPIRE ACTION WITH PERSONALIZED VIDEO EXPERIENCES FOR YOUR CUSTOMERS

A picture, they say, is worth 1,000 words.

But what's a video worth?

1.8 million words, according to Dr. James McQuivey, Forester Research Analyst. Dr. McQuivey estimates that one minute of video is the equivalent of 1.8 million written words. And according to Forbes, a video with calls to action is 95% more effective than any other form of communication. What that means is your customers will understand their bills better with a personalized video.

SmartVx is just such a video experience platform that revolutionizes how organizations engage and inform their customers. SmartVx drives desired behavior by delivering personalized videos with embedded calls to action. SmartVx offers industry-specific video templates as well as agile video creation, unleashing the potential of video to make meaningful connections, change consumer behavior, and compel customers to act.

Reach and inform more customers in less time through personalized videos, while improving operational efficiencies and customer experiences. In less time than it takes your team to answer the phone each month, you can make it easy for your customers to:

- Onboard with your organization,
- Understand their bills,
- Make online payments and set up auto-pay,
- Sign up for self-service portal,
- Sign up for paperless billing,
- Sign up for budget billing,
- Register for programs, incentives, and so much more!

Ready to engage your customers with personalized video?

Contact MACC to get started today!

Scan this QR code for a demonstration

PRODUCT SPOTLIGHT
GOT A GREAT IDEA? MACC WANTS TO KNOW
By Mary White, Product Development, QA, and Tech Support Manager

MACC's product team is excited to announce a new tool to help gather and maintain great ideas. Our goal is to create a positive and collaborative environment in which users of our products can recommend software enhancements and VOTE for great ideas entered by their peers. This will help us collect data on requests that are important for our entire customer base as well as MACC's future.

This feature is a web-based tool developed by Aha! and customized to fit the needs of our product team and customers. This is a private portal, and you must register to become a contributor.

Here's how it works:

Ideas
- You will be invited to a private Ideas Portal via an email invitation from <MACC Ideas support@aha. io>. Main contacts at your company will be receiving the email to register an account.
- You will register with the portal by adding a password.
- Click the Add a New Idea button to submit exciting new ideas for our products.
- When you enter your idea, the site will display any similar ideas, so if your idea already exists…. Select It, Vote for It, and Add Comments!!!

Polls
- On occasion we will publish Polls and they will appear as a Tab on the Portal.
- Polls will allow us to ask questions and get feedback on certain topics.

We will be launching this new feature over the next several weeks. If you do not receive an email inviting you to the portal please contact MACCProdDevl@MACCnet.com to be added as a user. My hope is that you take a tour of the portal and vote and/or enter a great idea for our products.