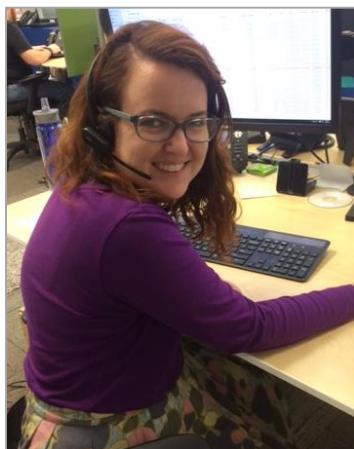


TECHNOLOGY TIMES

"Insider Tips To Make Your Business Run Faster, Easier And More Profitably"

How You Answer The Phone Could Help You Win That Big Sale

by Joanna Sobran



Elizabeth Fogarty
MXO Dispatch/Service Coordinator

Have you ever studied all the ways your customers interact with your company and verified that each of those touchpoints are truly a "wow" experience? This optic has been a key factor in our growth so we decided to make this the front page article.

On a sheet of paper, draw a circle in the middle that represents your company. Then draw smaller circles around it to identify all the ways your customers, vendors, sales prospects, et cetera, get in touch with your company. For MXOtech, these touchpoints would be the phone, website, help desk, e-mail, client portal, and onsite tech visits.

Once you have completed that, identify which ones are the most important touchpoints, where employees interact and have the opportunity to wow your customers. For us, that would be on the phone, help desk, and onsite visits. Those are the three areas used most often to interact with our clients and where our company's brand shows through.

Now, pick one or two of your most important touchpoints and get to work! You are now going to design the customer experience that aligns with your brand promise. Designing more than a few touchpoints at a time can become overwhelming, so stick to just one or two at a time.

For MXOtech, our phone is the #1 touchpoint. How we answer the phone and how we proceed to help the person on the other end sets the expectation of how their experience with us is going to be. It's an opportunity to create an impression that may win us a new client or help keep one for life.

Once you have chosen the top touchpoints, assemble a team from within your company who will work on designing the experience. Explore the customer's desired outcome during the touchpoint experience.

The customer calling MXOtech, for example, is looking for a desired outcome of us solving their problem quickly (and correctly) so they can get back to work. We achieve this desired outcome by answering the phone live

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"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"

Joanna Sobran
President/CEO, MXOtech

Want To Win A \$25 Gift Card?



On page 2 of this issue, our article on Cybercrime quotes what percentage of small businesses have reported being victims of a cybercrime in the last 12 month?

Be the first to email brainbuster@mxotech.com with the correct percentage to win a \$25 gift card.

Congrats to our winner from our previous issue, Tony Zaborski!

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Do you have a funny story or resource to share with other subscribers? Send it to us! Submit your content to kburmeister@mxotech.com.

Cybercriminals Now Have A Bull's Eye On Small Business...Is Your Company's Data At Risk?



In a December 2014 survey by the National Small Business Association, 61% of small businesses reported being victims of a cybercrime within the past 12 months. The average cost to recover from a cyber-attack skyrocketed from \$8,699 per attack in 2013 to \$20,752 per attack in 2014. And, of the businesses targeted, 68% said they'd been hacked more than once. Experts agree, as cybercrooks become ever more sophisticated, the threat to small businesses is going to get worse before it gets better...

So what can you do to beat the bad guys? Here are three common plays used by hackers – and how you can fend them off:

Phishing – A really legitimate-looking e-mail urges you to click a link or open a file that triggers a malware installation on your computer.

Best Defense: Don't let anyone in your company open files or click links in an e-mail unless they're certain who it came from.

Cracking Your Password – Hackers can run programs 24/7 testing password combinations. The easier your password is to guess, the more likely it is they'll crack it.

Best Defense: Consider using a password manager that generates and stores tough-to-crack passwords. For extra security, use unique passphrases for financial accounts in case the manager gets hacked.

Drive-By Download – You visit what appears to be an innocent site; yet when you click, your device gets hacked – and you may never know it, until it's too late.

Best Defense: Make sure your browser is up-to-date, or use one that updates automatically, such as Firefox or Chrome. Internet Explorer users have been found to be the most vulnerable to these attacks.

Unfortunately, these three examples are just a small sampling of the dozens of ever more ingenious ways cybercriminals are breaking down the doors and destroying unprepared businesses.

Let Us Help!

Through November 30th call our office at 312.554.5699 or complete the online form at www.mxotech.com/securityaudit and receive a FREE Network Security Audit to uncover gaps in your company's online security.



This technology tip is brought to you by:

MXotech University

MXO AROUND THE TOWN



The MXOtech team recently spent an amazing day at the Women's Business Development Center's 29th Annual Entrepreneurial Business Conference. It was such an inspirational day. We were honored to be part of the event. Check out some of the fun photos we took of attendees at our table with giant photo booth prop.

www.flickr.com/photos/91685588@N07/shares/wY62u8/



How You Answer The Phone Could Help You Win That Big Sale

...continued from page 1

24/7 in 5 rings or less. And connecting the client with a knowledgeable tech who understands and empathized with the customer's problem at hand. We assure them that we will start working on the problem quickly and get them back to work. We relay to them that their problem is our most important problem at that time.

Once the touchpoint experience design is complete, put it in place and then monitor it. Make sure it is checked and rechecked often. When done consistently, these behaviors will enable your employees to out perform the competition and differentiate your company.

Download this article and more like it on our website at

www.mxotech.com/mxotech-university

We Made It!

We are excited to announce that we were recently recognized on the prestigious Inc. 5000 list as one of the fastest growing companies in America. Read more about our ranking at: www.mxotech.com/resources/news



Client Spotlight

Kunz Glove ("Kunz"), located in the Fulton market district of Chicago, is the leading manufacturer of leather protectors for all styles of rubber insulating work gloves. In a nutshell, Kunz makes gloves "twice as good and makes them last longer" than its competitors. As a result, Kunz is well known as a value added company.

KUNZ GLOVE

Each pair of Kunz gloves is made start-to-finish in the USA. When Kunz Glove was started in 1900 by Joe Kunz, gloves were originally made for iron workers who needed hand protection for climbing, welding and using different hammers while constructing bridges and Chicago's well-known buildings. By the 1960's, the iron industry had changed, so Kunz began to focus on gloves for electrical line workers.

Kunz manufactures gloves on a customer based model, always listening to its clients and constructing gloves based on their needs. Because of their attention to detail and willingness to accommodate the special needs of customers (unique solutions for individuals who may have suffered work injuries, non-standard sizes, etc...), Kunz has emerged as the only leather glove company still standing in Chicago (there used to be thousands). Furthermore, it is the only leather glove company in the United States that is making gloves specifically for line workers, as well as for almost all the power companies in North America.

As a 115 year old company, embracing technology to function and thrive in today's business world has been paramount to their success. Initially all invoices were manually entered into their "books." Due to the sheer volume of their business, relying on technology to manage not only invoices, but other imperative software programs, has been an integral part of making Kunz a continued success.

MXOtech provides Kunz with full-time IT Support. Since both Chicago-based companies are small, we have been able to form a business friendship. We understand that Kunz is a unique company that uses unique programs. Our understanding of their software and various features has enabled Kunz to run its business more efficiently and with less headaches. Kunz understands that we are just a phone call or email away and that we will respond quickly and professionally to save them time. According to Kunz, "business is harder nowadays and MXO taking [over] the whole IT solution makes it easier to run the business."



Father-daughter team, Kevin & Kelly Deady.

Visit our Facebook page to watch Kevin tell the Kunz Glove story, coming soon...

Learn more about Kunz Gloves online at www.kunzglove.com

The Shocking Truth About Going Mobile

Earlier this year Google rolled out an algorithm update, dubbed “Mobilegeddon”, that dramatically changed the way sites are ranked. The new algorithm causes websites that are not mobile-friendly to be listed far lower in the search engine results page when doing a search from a mobile phone. This does NOT impact the search results when you search from your computer.

We suggest that you check your website for mobile friendliness and make the necessary changes as soon as possible, to minimize the impact on your website rankings.

There's no scale for mobile friendliness—your site is either mobile-friendly or it isn't.

Your website must match the criteria Google puts in place in order for you to be considered mobile-friendly. When GoogleBot crawls your site, here's what it looks for:

1. Your website avoids using software that doesn't translate to most mobile devices (for instance, Flash).
2. Your website uses text that is easily readable without the need to zoom.
3. Content is sized to the screen automatically so that visitors don't have to zoom or scroll.
4. Links have enough space between them so that the correct one can be easily tapped.

Check now to see if your site is mobile-friendly!

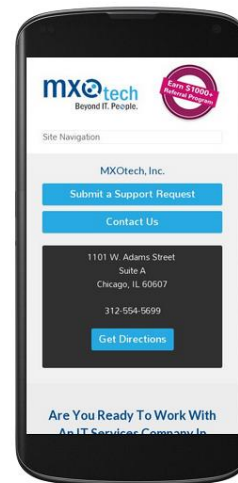
www.google.com/webmasters/tools/mobile-friendly

Just because your site is “mobile friendly” doesn't mean you're set for higher rankings.

There are more than 200 factors used to determine a website's ranking on the search engine results pages. If your site doesn't provide a great user experience, a “mobile face-lift” will not help you in the rankings. Remember, Google wants the highest quality content on the web to reach people when they perform a web search. If your website isn't providing the best experience for your user, Google won't favor you — mobile or not.

With 94% of people using a mobile phone to get location information, it's critical for businesses to ensure their mobile presence is leading customers to them, not their competitors.

If you're concerned about your website's design or mobile presence, get in touch with us or today at 312.554.5699 and learn about options for making your website mobile-friendly.



Mobile

VS.



Standard



FREE REPORT: 7 Critical Security Measures Every Business Must Put In Place NOW With Mobile Computing

In this Free Executive Report, You'll Discover:

- What specific business policy every employee in your company must agree to before they ever access company data on their mobile device.
- The 4 minimum security requirements for every cellphone or laptop in your company.
- 2 critical steps to ensure that your company data doesn't end up in criminal hands.
- How to be 100% certain that a lost cellphone results in zero lost company data.

Download Now! www.mxotech.com/mobilecomputing

Are You Using Social Media To Market Your Business?



Here's Why You're Likely To Be Wasting Time And Money On False Marketing Metrics

John Wanamaker is famous for saying, "Half of the money I spend on advertising is wasted; the trouble is, I don't know which half!" With an ever-growing number of sophisticated online tracking tools, you'd think that wasting advertising dollars would be a thing of the past. But, in fact, companies are wasting just as much (if not more!) on online media and advertising due to a number of factors, but mostly because they're confusing *activity* with *results*.

In business, the only thing we can take to the bank is money – checks, credit card payments, cash and any other forms of monetary deposits. Leading indicators to revenue, as we all know, are paying clients (orders, contracts, sales) and actual leads from qualified, genuinely interested prospects. However, much of the social media marketing I see is a heck of a lot of activity metrics (clicks, followers, open rates of e-mail, visitors to a site, etc.) that cannot be directly tied to generating a qualified lead, much less cash in the bank; so, unless someone can directly show me how an increase in Twitter followers turns into more profit for a company, I'm not impressed. In fact, I believe management of all the social media sites ends up taking an enormous amount of time away from more productive lead generation and marketing activities and opens the door for customer service and PR failures.

For example, if you have a Facebook fan page, you now need to monitor it daily – even hourly – for negative client comments, which are now public for the world to see, unfiltered and out of context, instead of a client simply e-mailing you their complaint, where it can be addressed privately. Further, clients will assume they can message and/or post their requests to your Facebook page instead of going through the proper channels; if you fail to address their request in a timely manner because it didn't go through your normal process of handling such requests, you've just created a customer service failure that is open for the public to see.

To be clear, we're not suggesting that you should shut down all social media sites and marketing; there are situations where it's a very smart and strategic part of a business strategy. But, as mother would say, "Don't jump off a cliff just because everyone else is." Be sure that whatever you're doing online in social media can be measured and quantified to tie in to key sales, service and growth goals you have for your organization, and do not accept "getting our name out there" as a sufficient result for your marketing efforts. **Need help with your social media? We can help. Contact us at 312.554.5699.**

Have you met MXO Systems Administrator, Cole Conrad?



Cole Conrad

As a Systems Administrator, Cole is able to combine nearly a decade of experience in the retail, consulting

and education sectors to support the needs of MXOtech's clients. Having run his own consulting firm for nearly a decade, Cole is able to understand the unique needs of each client and provide world class support. Outside of work, Cole loves spending time with his wife and son and is an avid consumer of digital content, specifically independent writers and the evolving world of podcasts.

Favorite Food: Pizza

Favorite Movie: Eternal Sunshine of the Spotless Mind

Favorite Quote: "Praise is the culmination of our enjoyment of anything." –C.S. Lewis

Role at MXO: Apple Fanboy with an Infrastructure Interglot

Creating A Culture Of Recognition

Many companies face the challenge of how to recognize and reward their employees. Good leaders understand it as a cornerstone to effective management. In today's competitive talent pool, the need for a solid program has become increasingly important to attract and keep employees. At MXOtech, we are continually building and evolving our recognition and rewards programs. At the foundation is always our company core values. (Read them on our website at www.mxotech.com/about-mxo/mission-core-values.)

Basing employee recognition on our core values requires team members to embrace what is at the heart of the company. For example, we started a peer-to-peer reward program in which employees nominate their team members weekly for demonstrating our values around the office. This requires the team to notice "out loud" when someone does something good. It's about showing meaningful appreciation to employees whose positive behaviors aligned with our core values.

We strive to make MXOtech an environment where people feel valued for their daily contributions. Trends show companies taking this holistic approach to employees has other rewards as well. Focusing on *qualitative, non-monetary* rewards creates a positive work culture. This includes effective leadership, clear communication, life balance, and strong cultures of appreciation and engagement. While these are intangible experiences, they are nevertheless paramount to making your company a fulfilling and happy place to work. When these intangibles are absent, they result in disengaged employees and low morale. Do your managers know how to give meaningful, sincere appreciation for a job well done? Do your employees?

We have also have implemented quarterly company meetings to give everyone an opportunity to share in the vision of our purpose, reflect on our accomplishments as a team, recognize the people who have the "Fred Factor" (a book we give to everyone who starts at MXO), and take the time to celebrate our successes. Often times we focus on the day-to-day activities and issues, but it's important for people to know they have a purpose and that they are part of something BIGGER.

Our most recent quarterly meeting fell close to our 10-year anniversary and we handed out several awards to those employees who went the extra mile to make a difference. While one could measure our company success with tangibles (increase in clients, employees, and revenues), we treasure the intangible experience of working through the growing pains and having a supportive company family to lean on, learn with and continually strive for excellence. Watch a short video of our team celebration on the MXOtech YouTube Channel at <http://tinyurl.com/MXO10>.

Innovation Inspiration

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

- John Quincy Adams

mxotech
Beyond IT. People.

1101 West Adams • Suite A

Chicago, Illinois 60607

312.554.5699

www.mxotech.com | www.mxocare.com

Joanna Sobran

President/CEO

312.267.0573

jsobran@mxotech.com

