

ITS News!

May 2010



Celebrating our 20th Anniversary!!

ITS - Integrated Telemangement Services, Inc., E-newsletter

In This Issue

Extinct In America
The Customer is Always Right
Improve Your Business
VoIP

Quick Links...

[ITS Website](#)

[Client Registration](#)

[ITS Customer Portal](#)

ITS E-Mail

[Confidentiality Policy](#)

ITS is happy to have you as a customer and since we want to keep you all to ourselves, we promise to never share your e-mail address with anyone, ever.

Jokes Of The Day!

Disney Password

My kids love going to the Web, and they keep track of their passwords by

Welcome to the May edition of ITS News!

As we enter the 2nd quarter of our *20th year* in business we remain excited that ITS has reached this milestone and are thrilled to share it with you. Here at ITS we know that celebrating our 20th anniversary would not be possible without our loyal client base and therefore have dedicated this issue to you with tips on how to optimize the experience with your customers as well as some fun facts to share with friends and family.

We hope you find the information in this edition of ITS News! useful and incorporate some of the ideas into your business practices. As always we appreciate your feedback and would love to hear more!

Thank you for being a valued client and for reading our newsletter!

*-Crystal Jafari,
Marketing Specialist*

Joke : Two snowmen are standing in a field. One says to the other "Funny, I smell carrots too".

Letter From the President

We are well underway of our 20th year in business and are thriving more than ever. The economy is beginning to show signs of improvement and individuals are slowly getting back on their feet. Here at ITS, we are continually thankful for the opportunity to serve our clients as well as the community in any way possible. Some of our internal departments have already



writing them on Post-it notes. I noticed their Disney password was "MickeyMinnieGoofyPluto," and so I asked why it was so long. "Because," my son explained, "they say it has to have at least four characters."

Real Conversation

Customer: "You've got to fix my computer. I urgently need to print a document, but the computer won't boot properly."

Tech Support: "What does it say?"

Customer: "Something about an error and non-system disk."

Tech Support: "Look at your machine. Is there a floppy inside?"

Customer: "No, but there's a sticker saying there's an Intel inside."

\$20 Giftcard

Receive a \$20 Giftcard!



ITS is excited about our 20th year in business! To celebrate, the first 20 customers who call in and say, "Happy Anniversary!" will

completed their corporate goal of giving back through community service participating in the RAGNAR Relay through Students Run LA (SRLA) - and I had a great time doing so! We are also giving back to our client base and celebrating our 20th year in business by randomly selecting 5 customer invoices a month to receive a \$20 ITS gift card, in addition to a randomly selected weekly winner. These are just some of the ways that we are expressing our gratitude to our clients and community for supporting us for the past 20 years. From the bottom of my heart, a warmest thank you - and we look forward to the next 20 years to come.

Kindest regards,

Sharon Woods
President and CEO

Joke : Why did the parents put their son in the fridge?
Because they didn't want to spoil him!

Extinct in America

We are all familiar with the term extinct as it relates to animals and other live creatures, but have you ever thought about the extinction of certain staples in American culture and lifestyle? Take a moment to read about the following telecomm essentials that have already, or soon will, cease to exist:



Phone Land Lines

According to a survey from the National Center for Health Statistics, at the end of 2007, nearly one in six homes was cell-only and, of those homes that had landlines, one in eight only received calls on their cells. With the recent inquiry in 2010 by AT&T to the FCC to eliminate landline phones, the extinction of this American staple is certain.

Dial Up Internet Access

Dial-up connections have fallen from 40% in 2001 to 10% in 2008. The combination of an infrastructure to accommodate affordable high speed Internet connections and the disappearance of home phones have all but pounded the final nail in the coffin of dial-up Internet access. It was predicted that "By 2010, the use of dial-up modems will represent less than 1 percent of all Internet access (represented as a percentage of all households in the United States. " We will have to wait a year or more to determine if these predictions come true!

Answering Machines

The increasing disappearance of answering machines is directly tied to th

receive a \$20 giftcard to apply to their ITS bill.

FUN FACTS and ANECDOTES!

If you are right handed, you will tend to chew your food on your right side. If you are left handed, you will tend to chew your food on your left side.

If a statue in the park of a person on a horse has both front legs in the air, the person died in battle; if the horse has one front leg in the air, the person died as a result of wounds received in battle; if the horse has all four legs on the ground, the person died of natural cause.

Your left lung is smaller than your right lung to make room for your heart.

What's the Difference?

When the phone rings, it's for your teenager. When the phone bill arrives, it's for you

Special Offer!

20,000 Minutes - Free!

Would your business benefit from receiving 20,000 free local minutes each month?

Click this link for details

decline of landlines. According to USA Today, the number of homes that use cell phones jumped 159% between 2004 and 2007. It has been particularly bad in New York; since 2000, landline usage has dropped 55%. It's logical as the usage of cell phones rises, many of them replacing traditional landlines, that there will be fewer answering machines.

Hand-Written Letters

In 2006, the Radicati Group estimated that, worldwide, 183 billion e-mail were sent each day-two million each second. By November of 2007, an estimated 3.3 billion Earthlings owned cell phones, and 80% of the world's population had access to cell phone coverage. In 2004, half-a-trillion text messages were sent, in the first half of 2009 4.1 Billion were sent every c according to a study by CTIA. That number is predicted to double for the half of 2010. The worldwide installed base of on-premises email and collaboration mailboxes has reached 450 million accounts in 2009, and will increase to 621 million by year-end 2013. This represents an average annual growth rate of 8% over the next four years. So where amongst this gorging gabble is there room for the elegant, polite hand-written letter?

These daunting numbers truly make you think of how far technology has come, its grasp encompassing almost everyone in the world. You may also begin to wonder about how you will be able to continue on without such essentials in your life. However, there is no need to worry, with such products as T-1 lines, Voicemail, and Hosted IP PBX solutions, just to name a few, ITS has all your bases covered.

Remember: The Customer is Always Right!

Everyone has experienced the often awkward and difficult situation of dealing with an angry individual, whether in a business setting or in one's personal life. Having celebrated our 20th anniversary this year, ITS understands that our success is due to our customers and truly believes that the customer is always right. Thus we have put together some best practices to solve the question we ask ourselves when presented with the aforementioned situations, "What do they want?"



1. They Want Help even if you can't solve their entire problem. If they see you as making a genuine effort on their behalf, they are much less likely to be hostile towards you personally.
2. They Want Choices - They do not want to feel helpless, or trapped at the mercy of the "system". Offer choices whenever possible.
3. They Want Acknowledgment - People want to feel you are making effort to understand their situation, and their emotional reactions to it. Often, the simple act of acknowledging that a person is upset will help to calm them down, provided the acknowledgment is phrased and "toned"

on this limited time offer:

[20,000 Free Minutes](#)

[Join Our Mailing List!](#)

ITS News! Contributors

Sharon Woods,
President & CEO
Lisa Atwood,
Director, Marketing &
Service
Crystal Jafari,
Marketing Specialist

correctly.

Despite the fact that you may be feeling angry yourself when dealing with such a situation, the key is to understand WHY they are upset and recall a time when you yourself were an upset consumer. Make sure you keep in mind the ideas mentioned above and you are sure to defuse the situation.

Joke : A reporter was interviewing a 104 year-old woman: "And what you think is the best thing about being 104?" She simply replied, "No pressure."

Improve your Business through Customer Relations

The most successful business ventures are those which have been tailored to meet the needs of their targeted customer base as well as effectively respond to customer concerns. One major concern that is often overlooked is the inability to fight through the bureaucracy in order to reach the appropriate person. Opting for an Auto Attendant feature allows for a quick and easy method to for your customers to maneuver through the system and reach the correct person. Just as this provides the opportunity to deter customer frustration, well set-up auto attendant can also add value to your business by having an opt-in option to a feedback survey.



Many business owners may ask, "what other types of products and service should I invest in which will appropriately compliment my business?" Others may simply want the question of "what are we doing wrong (or right)?" answered. The easiest way to find out answers to such question is...just ask. The power of a customer survey is often underestimated or overlooked. Your customers are probably willing to provide valuable insight into their buying habits when the opportunity is provided to them, granted it is provided in a quick and easy format. Use the following tools to implement your own customer feedback survey:

1. **Determine the objective of the survey** - On what subject are you looking for feedback? Concentrate on one specific subject in order to obtain valuable insight. Keep survey short and questions focused. Some ideas that you need feedback on may include products, services and support, delivery, ordering and billing, and overall satisfaction.
2. **Keep expectations in check**- The results of a survey will mostly likely confirm or deny previously determined assumptions and will not provide some magic wand to revolutionize your business. Use it as a tool to understand informative trends and use them to your benefit.
3. **Make it easy** - There is a direct correlation between the number of responses you receive and how easy and understandable the survey was made. Make questions short and avoid too much industry jargon that may confuse or discourage survey participants.

4. **Use a variety of question types-** If the survey is longer than 5 or 6 questions - use various question formats such as two choice (yes or no), multiple choice (a-d), ranking on a scale (1-5; be sure to make clear which number stands for what level of satisfaction) and open ended.
5. **Alternate between questions : types and level of difficulty** - Start with a few easy questions and sprinkle difficult or open ended questions throughout the survey. This will ensure respondents do not become frustrated or feel as though it is too time consuming and abandon.
6. **Make sure the questions are not leading or biased** - Often, questions are written in a certain tone to obtain a desired response. For example: Do you like the convenience of our online customer portal? vs. Please rate our online customer portal on a scale of 1-5, 1 being extremely inconvenient to 5 being extremely convenient.
7. **Get enough results to ensure information is valid-** A basic rule of thumb is 30% of your customer base with a minimum of 30 - the more responses you have the more confidence you will have in the data.

Using these survey creation tips should help you get unbiased, informative information from your customer base that will help you improve upon or expand your business.

Other **Auto Attendant** features include:

- Greet callers professionally
- Company directory configured by first or last name
- Route calls to any extension or location including cell phone, home phone, location in another country, or toll-free number.
- Optional advertising or music on hold
- Works with or without a Hosted IP PBX

Call an ITS representative today to see how your business can benefit from Auto Attendant.

VoIP - Improving Military Communications

The military is no stranger to utilizing internet type technology for communications, using a primitive version of the internet, called Arpanet, for communications as long as 40 years ago. However, until recently, military communications were stunted due to the distance limitations on equipment which sent analog signals using central office equipment. In addition to these distance limitations, communications equipment has often been too big and heavy as well as inoperable with other equipment. However, the recent innovative VoIP technology has allowed for the convergence of radio, satellite, and telephone free of such restrictions. VoIP, in contrast to the traditional method, sends digital data in packets and removes the limitations of distance, weight and size. VoIP gateways are currently in production for



military which are able to endure the harsh conditions of the battlefield ; allow for the continued use of existing communications equipment rather than replacing it at a high expense. A win-win situation when dealing with high priced equipment and vital communications.

VoIP has gained much traction in the civilian market as well, particularly companies like SKYPE which had nearly 50 million daily residential users ; the end of 2009. This jump in the usage of VoIP is primarily due to its cost benefits for the user. Now that VoIP services have matured, small to medium sized businesses are also jumping on the VoIP bandwagon, switching out their traditional phone systems with VoIP enabled phones or capitalizing on SIP technology which converts analog phones to become VoIP ready. Costs of transitioning could pay for themselves within as little as a few months of using VoIP - depending on the businesses previous communications usage making it a no brainer for most.

ITS provides VoIP services to small and medium sized businesses from the initial communication system analysis, to the set-up and management of network. If you are ready to move to the next generation in communication services and save some money, call an ITS representative for your free communication system analysis today!

\$20 Giftcards for 20 Years

To celebrate our 20th Anniversary, ITS is providing randomly selected clients with a \$20 giftcard to apply to their bill. The following are last month's winners, make sure to check your bill to see if you're our next winner!

- Lynn Oaks Pharmacy - Thousand Oaks, CA
- Dukes - Northridge, CA
- James Gerwick - Sherman Oaks, CA
- Pacific Pediatrics - Pasadena, CA
- Coalition to End Domestic Violence - Oxnard, CA
- Herbal Vision - Covina, CA
- Beyond Trust - Carlsbad, CA
- Craig Auto Center - Mission Hills, CA
- Music Mastermind - West Hollywood, CA

Thanks for reading the May issue of ITS News! We are always striving to bring pertinent, timely information to help your business. We hope you found this edition valuable and fun to read.

Do you have comments on our newsletter? Suggestions for future articles? As always, we want to hear from you! Please send comments or suggestions to me at cjafari@itstelecom.com

Thanks for joining us again this quarter.

Sincerely,

*Crystal Jafari
Marketing Specialist*

ITS - Integrated Telemanagement Services, Inc.



[Forward email](#)

✉ [SafeUnsubscribe®](#)

This email was sent to latwood@itstelecom.com by latwood@itstelecom.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



ITS -- Integrated Telemanagment Services, Inc. | 4100 Guardian Street | Suite 110 | Simi Valley | CA | 93063