

HOTEL DEL CORONADO

APRIL 28 - 30, 2019 Celebrating 20 Years

Mining Our Diamonds









VoIP Security

Do not include pin and password information on quick reference guides. Only communicate passwords verbally to help prevent hacking attempts.

How are you and your customers tracking all of the different pins and passwords?

ConnectWise has the ability to generate and save encrypted passwords. Only high level employees with access can see the passwords. Passwords should be 21 characters of more to make it harder for hackers to crack.

You can also generate and save passwords using Intermedia's APP ID.

Per Call Labor | What are you charging and what is your minimum time charge?

Jeremy Krupp - Ideacom ECSI: \$100-125 per hour plus \$10 trip charge.

Jeff Downey - Chickasaw Telecom: \$185 per hour with one hour minimum. There is nothing wrong with raising your rate and adjusting it later if your customer base pushes back.

Chet Lytle - Communications Diversified: \$115 for the first 30 minutes, \$115 per hour after that, billed in quarter increments.

Others: \$175 for the first hour, \$95 per hour after that \$150 for the first hour, charge by the half hour after that.

What are you charging for remote help?

John Dolan - Ideacom Communications Group: Charge a \$100 "co-pay" for maintenance clients to minimize calls that don't necessarily require an onsite trip.

Felicity Dye - Interconnect Systems: Offer different levels of support plans. Full plan does not have a trip charge, lower levels require a fee for each service call.







What are you charging for cabling?

- \$95 per hour
- Tech support \$175 per hour, Cabling \$125 per hour, no trip charge.
- \$215 per hour for two men, \$115 trip charge

Many members are having to hire licensed electricians to run cabling. Some states may grandfather your company in if you have already been doing the work.

Business Insurance | Terrorism Insurance

Cecil Drake - Drake Communications: Recently reached out to an independent agent who was able to offer better policies with an annual savings of \$18,000.00. Agent also recommended terrorism insurance (in case a disgruntled employee or upset customer breaks a window or vandalizes your property). Many insurance companies can avoid paying for this type of damage by labeling it domestic terrorism. It's a minor yearly cost to cover vandalism.

What platforms are you using?

Jeremy Krupp - Ideacom ECSI: Zultys, offers great support.

Jeff Donwey - Chickasaw Telecom: Zultys,is great. Less technical customers get an NEC system through Optus. More technical customers get Zultys. Both great, but completely different products.

Andy Mance - Executone Communications Systems: Recently switched from Mited to iPECS. Had a large 850 seat school district whose phone system failed. Presence Management was able to get them back up in a week. Great experience.

John Thomas - Ideacom of Central NC: iPECS and Zultys are both great depending on your customers wants and needs. Zultys applications are outstanding,

Chet Lytle - Communications Diversified: Still selling Vertical wave. Love it. Not many people selling it anymore.



How do you estimate the time it will take to install a system and get your techs to stick to the budgeted timeframe?

Averaged 1 1/13 hour per Zultys seat in 2018.

Hosted. It doesn't require a tech and lowers costs.

Find out more about what the customer wants and needs programmed ahead of time to get an idea of how complicated the install will be, then base it on the number of phones. Typically thirty minutes to an hour per phone.

Integrated Text Messaging | Are you seeing a demand?

HostMyCalls integrates SMS with their product and the requests are starting to pick up for it.

Intermedia is also getting ready to roll it out.

Zultys is supposed to have it on their next release.

You must have permission to send the SMS messages prior to sending someone a text. If you do not have explicit permission, any text must be transactional and not in a marketing environment, i.e., confirming an appointment.

What are you sing for cost effective wireless network tests/configuration equipment?

Jeff Downey - Chickasaw Telecom: Ekahau Wireless Design. It is a little pricey up front and \$899 per year, but it's an excellent software. We make wireless designs for customers to use to go out to b id. Not a tough service to get into offering with the right tools. Charge \$2,500.00 and up.

Other members are also using Aruba Networks HP.



Telephone Etiquette

Kurt Krupp - Ideacom ECSI shared a link to a telephone etiquette program with the group. Covers phone etiquette, putting customers on hold, handling irate customers, etc. Click here to access.

Web \$en\$e

Valley Tel rebranded with a marketing company that the were not happy with. They went with Web \$en\$e and have been extremely pleased with Ray and his service.

Communications Diversified is also using Web \$en\$e. All of his call ins in the past year have been from Google searches

Yelp and Google

Have you claimed your business on Google? Claiming your business helps with SEO.

Yelp and Google reviews through Web \$en\$e are single click access to the review platforms from your website. This makes it easier for customers to review because they don't have to go to Yelp and search for your company. All they need to do is start typing a review.

Is anyone successfully selling SD-WAN?

Jim Waldrop - Ideacom Technologies: Selling SD-WAN in a disaster recovery type of environment. SD-WAN helps to efficiently re-route calls and avoid downtime/lagging for customers who require minimal downtime.

What is your bonus structure?

Ideacom ECSI: Pays 5% of T&M billing to on-call techs every two weeks with a minimum productivity rate of 80%.

Superior Telephone: Holiday bonuses, buy office staff lunch once a week, gift cards for birthdays/anniversaries. Small things that employees appreciate.