



Implementing MACC's Software and Billing System:

A Case Study



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conversion and training professionals' overriding goal is to provide the highest possible comfort level with your new customer care and billing system while working to get you back to business as soon as possible. We believe we have reached that goal.

Ensuring Quality: Pre-Conversion

When you make the decision to partner with MACC, we immediately launch a five-month series of conversion, training and control processes designed to ensure a comfortable transition from your existing system to our Customer Master billing and customer care system. This process is overseen by Software Support manager Julie Riecken, a ten-year veteran of MACC's Customer Services division. According to Julie, "Our number one priority in the

Conversion and Software Training: A Study in Partnership

When you decide to upgrade your office with a new customer care and billing system, it is important to consider more than just the functionality of the software you're investing in. You must consider the level of service you will receive after you sign on the dotted line. Will your software vendor provide efficient and trouble-free conversion of your company's data and procedures to the new system, keeping you fully informed along the way? Does the vendor employ knowledgeable experts with the ability to fully train your office staff on the new system? Does the vendor have a comprehensive yet customizable plan—backed up in writing—for the implementation and training process?

If your answer is not a confident "Yes" to each of the above questions, you owe it to yourself and your staff to read on. MACC has been successfully transforming independent telecommunications providers' offices into efficient hubs of customer service for over 25 years, helping companies large and small meet the evolving demands of the industry. Our new, state-of-the-art Customer Master billing and customer care system has been successfully implemented at over 100 offices just like yours. And in the past several years we have refined the implementation process to a science. It's evident in the positive reactions of our clients to the conversion and training process, and in the speed and ease with which they are up and running.

Conversion Timeline

Month 1	Customer signs proposal
Month 2	Test conversion completed and TCA visit scheduled
Month 3	TCA visit is completed and office personnel attend Jump Start training at MACC
Month 4	Live installation & training - Transmit for first Customer Master billing
Month 5	Bill review on new bills to ensure accuracy and quality

In short, MACC

conversion process is quality. We are committed to making sure that quality processes are in place to provide our customers with a seamless conversion.”

The process begins with a pre-conversion visit and system analysis by one of our experienced Training and Conversion Analysts (TCA). During this visit, a test database of converted data is installed at the client site by the TCA, who also answers any questions the client may have and reviews critical information necessary for the conversion. The client reviews the data in detail and provides us with feedback to alter the conversion for the final, live Customer Master implementation. We also determine if we can meet all of the client’s needs. As Julie Riecken states, “It is very important to us that the customer has a complete understanding of the conversion and the product prior to implementation. The TCA visit ensures a quality conversion.”

“If there are any ‘red flags’ that arise prior to implementation,” she adds, “we will analyze them and discuss them with the customer. We would prefer to take it slow and do it right!”

Getting a “Jump” on Training

While MACC’s experts work on an efficient conversion plan for your company, your front-line employees are provided an opportunity to get familiar with the Customer Master software at our acclaimed Jump Start Training sessions. Conducted at the Blair Area Training Center near our headquarters in Blair, Nebraska, MACC’s Jump Start training provides students with a state-of-the-art teaching environment and hands-on training during a two-day course. The facility features a live version of Customer Master on the server, and each student is assigned a workstation on which to perform the various exercises and processes. The course is designed to familiarize the student with the Customer Master interface, teach general navigation and data management methods, and introduce students to daily processes that they will be performing back at the office.

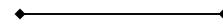
Welcome to Customer Master: Installation and In-House Training

The installation and training phase of the move to Customer Master represents a critical juncture for our clients. We’re well aware that the process must be well-planned and efficiently integrated into the client’s business cycle. “It’s a very hands-on process,” says MACC’s Julie Riecken. During the installation phase, office personnel are shown general procedures allowing them to enter critical operational information into Customer Master during the training week. Meanwhile, the trainer supervises this data migration and instructs users on the finer points of managing service orders, trouble tickets, account payments and other account- and company-related information along the way. The trainer answers real-world questions from the office staff during this process, helping them to simultaneously learn the system and prepare the company’s data for daily operations with Customer Master. According to Julie Riecken, “Our trainers will do whatever it takes to make sure that the client’s staff has a clear understanding of Customer Master prior to their departure. We even go through a checklist of topics to ensure that everything has been covered.” And, she adds, “We try to make the training fun!”

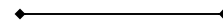
Clients agree. Our installation and training associates’ product knowledge and training abilities are highly valued, and they consistently receive high marks on client evaluations.¹ As one client

Client Comments on Customer Master Jump Start Training¹

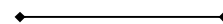
“I would recommend it to everyone that is going to convert to Customer Master...”



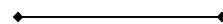
“(The trainer) was very helpful and took time to answer questions. Fun group too!”



“It was a great slide into the program! We are looking so forward to it.”



“I was very impressed with Lori’s expertise...can’t wait to get started.”



“An eye-opener. Great detail and delivery . Thank you!”

related in a written evaluation, “This was absolutely the best change in software (including upgrades) with MACC that I have dealt with. Dan was patient, super helpful, not at all condescending and really fun to have train us.” From another conversion company: “Lori was very professional but made the trainees feel very comfortable during training. She was awesome!” And from another satisfied customer: “(The trainers) were very professional and well-versed in their area...they showed all sorts of examples and possible problem solutions.”¹

Post-Installation: A Continuum of Service and Support

While the conversion, installation and training process is a many-faceted one, it represents only the beginning of a rewarding partnership between MACC and our client. When a new client is ready to conduct their first post-conversion billing, MACC is there to help with any bumps in the road. Our Billing Review team also performs a thorough audit and inspection of the first month’s bills, working closely with the client to ensure completeness, quality and accuracy.

At MACC we are acutely aware that a continuing commitment to service and support is what keeps our clients’ office systems running smoothly year after year. Our dedicated support teams and continuing education opportunities for clients are second to none in the industry. Providing our clients with an evolving array of service, support and continued opportunities for growth is what we’re all about—now and in the years to come.

1. 2002 Customer Master On-Site Training Surveys. Signed surveys on file.