

BUSINESS SOLUTIONS

May 2010 • Volume 4 • Issue 2



**Customers
prefer live
operators**



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BUSINESS SOLUTIONS

Connections of many kinds are vital to success. You need personal connections in your field to acquire new skills and knowledge, expand your customer base, and develop mutually beneficial vendor relationships. You also need customized voice and data connections to efficiently manage your particular communications requirements.

In this May issue of *Business Solutions*, we examine the topic of connections from several perspectives. Our feature article, on pages 4 and 5, is a spotlight on Genco Corporation. This supplier of cleaning and janitorial products stays connected to customers and vendors with the help of landline and wireless phone service from HTC.

You'll also find examples of other HTC solutions that will enhance your business connections. On page 3, we review the capabilities and benefits of HTC Answering Service—a cost-efficient way to maintain a professional voice for your company when your staff is not there to take calls. Later, we feature the advantages you can now enjoy with HTC email powered by Google, as well as some of the most popular iPhone apps to help you stay connected to the information you need.

Whatever your challenges, HTC is ready to provide effective solutions to keep you connected. Just give us a call and we'll get started.

Sincerely,

Tom Vitt

Tom Vitt
Director of Marketing



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Say Goodbye to Unanswered Calls

HTC Answering Service provides better customer service one call at a time

Your customer service is only as good as the customer experience you provide. What are your customers experiencing when they call your office and no one is there? A voice mail system can record messages, but cannot answer questions or offer callers a reason not to turn to your competition.

Live Operator Model

Customer frustration with automated answering systems has led many businesses to adopt a “live operator” model, which ensures a real person is always there to answer customer calls. More calls answered mean more revenue, and customers are reassured when they reach a real person rather than a machine.

With HTC Answering Service, live operators can be available when you and your staff can't: after hours, during lunch breaks and office meetings, when you need to run errands, in inclement weather, and during high volume times. These operators are trained to provide information about your company's services and promotions.

While having permanent staff monitor phone lines 24/7/365 would be prohibitively expensive, HTC Answering Service allows you to use, and pay for, only the time you need—without the overhead and benefits associated with employees.

Customized Service

Each call is answered based on a greeting script, questions, and other instructions that you provide. You can choose to allow callers to be patched through to a staff member if needed. Operators maintain



records of each call, providing an organized customer-tracking tool.

Once your message has been taken, it can be forwarded to you via phone, text messaging, fax, pager, email, or voice mail, based on priorities that you specify. You can also use Express Check-In to retrieve your messages by calling your answering service number. Your messages will be read to you—based on caller name, date and time, message number, delivery status (delivered or undelivered)—by a live operator. Messages are kept for four days; prior messages can be accessed by contacting your HTC Answering Service representative during regular business hours.

For non-local customers, a toll-free number is provided, which allows your customers to contact you at no expense to themselves.

No Call Is Too Small

Businesses from a variety of industries (see sidebar) are using HTC Answering Service to handle reservations, informational calls, check-ins, maintenance issues, adver-

tisement follow-ups, and service requests. Doctors rely on this fully HIPAA-compliant service to keep their phone numbers private and avoid receiving unnecessary calls.

For additional information about HTC Answering Service, contact Kathy Dickerson, Customer Service Manager, at 843-369-8543.

Companies Value High Convenience, Low Cost

Customers from a wide range of industries are taking advantage of HTC Answering Service:

- Equipment Rental Companies
- General Maintenance Companies
- Golf Courses
- Home Owners Associations
- Locksmiths
- Medical Professionals
- Medical Supply Companies
- Pet Lodging Services
- Resorts
- Telecommunications Companies
- Tourism Services

Spotlight on Genco

“We view HTC as more partnership than salesmanship.”

Genco Corporation supplies cleaning and janitorial products to commercial customers along the Grand Strand and within a 100-mile radius of Myrtle Beach. These items include cleaning chemicals, towels and linens, floor mats, room amenities, laundry supplies, paper products, and vacuum cleaners. Genco also offers consulting services and training.

The company has its roots in the founding of Grayco Steel Company in 1946, which later established new business divisions to meet the needs of the growing hospitality industry in the area. One of these divisions was General Chemical Company, begun in 1954, which is now known as Genco.

Today, Genco gets their business phone system, landline service, and wireless phone service from HTC and will soon connect to our fiber network for data and video as well.

Del Chavis, CEO of Genco, used to think HTC only provided residential phone service. Then an HTC presentation changed his mind. “I heard Kevin Cox, an Account Executive, talk about HTC Business Solutions at the Myrtle Beach Area Hospitality Association Annual Meeting. The breadth of their skills and business services really impressed me, and I wanted to find out more,” Chavis says.

He continues, “Genco really needed a new phone system at the time, since ours was quite outdated. After finding out about



Del Chavis, CEO of Genco, works alongside his daughter, Katie Chavis

our company’s exact requirements, HTC came back with a proposal that went above and beyond—a phone system that would not only handle our current needs but also easily grow with us. We were sold.”

“HTC is easy to work with, and their technicians are very professional and go out of their way not to disturb our work. HTC is also local, and I like that.”

—DEL CHAVIS, GENCO CEO

Chavis was also pleased with how smoothly the installation of the new phone system went. He notes, “The process was fast and easy, and we didn’t have to do much. HTC was in and out, and our workstations were not interrupted. The total downtime was only a few minutes. Plus, this phone system gives us more and better features that work

well for our employees. Genco has had four phone systems in our history, and this one from HTC is definitely the best.”

Daughter Katie Chavis also works at Genco. She recalls, “After the installation, HTC did a demonstration program for our staff, and helped us create the phone recordings we needed. They were very helpful that day, and continue to be.”

Del Chavis agrees. “HTC has been exceptional from day one. They’re more partnership than salesmanship, and they take a very customer-oriented approach to service. If we need something, like a phone for a new employee, I just call HTC and it’s taken care of quickly. HTC is easy to work with, and their technicians are very professional and go out of their way not to disturb our work. HTC is also local, and I like that,” he says.

Would Del Chavis recommend HTC to other businesses? He replies, “Yes, I think HTC would be a great partner for any business. Go ahead and check with other providers, but make sure HTC is on your list. If you go with HTC and jump on the bandwagon, you’re in for an unforgettable experience.”

HTC is more than a phone company

We’re a total business solutions company that provides end-to-end information technology for businesses of any size. Our offerings include:

- HTC E²IT Data Backup & Recovery
- HTC E²IT LAN/WAN Design & Management
- HTC E²IT Managed Network & Security
- HTC E²IT Managed Firewall Service
- Local & Long Distance Telephone Service
- Voice Mail, Answering Services & Custom Calling Features
- Business Telephone Systems (Centrex, PBX, VoIP, and Key Systems)
- Horizon Wireless Cellular
- Wireless Broadband & Custom WiFi Solutions
- NetRacer DSL, Private Networks & Gigabit Ethernet
- Digital Cable TV

For help with all of your business communications needs, call Business Services at 843-365-2155.

10 Things You Might Not Know About HTC

1. HTC Business Solutions offers 24-hour customer service and repair.
2. HTC Business Solutions is local, with more than 200 highly trained technicians at your service in the area.
3. With HTC Business Solutions, your business gets an entire team of sales, service, and support specialists.
4. We treat you like a true business partner, not a client.
5. We can maximize the efficiencies of your existing staff. Our Professional Services team can assist with design, installation, and monitoring of your network and security infrastructure.
6. Our scalable solutions are well organized, modular, and cost effective—so changes can be made easily.
7. HTC ensures that your IT infrastructure is optimized to meet your specific needs so you can stay focused on your business.
8. We can save you money with bundled services.
9. We provide solutions for businesses of all sizes.
10. Our technology partners are the best in the business: Microsoft, Cisco, VMware, Trend Micro, Dell, SonicWALL, HP, Websense, McAfee, Honeywell, Mitel, and ESI.



Follow HTC on Facebook

Horry Telephone Cooperative, Inc. is on Facebook and we’d really like to connect with you there. Become a fan of HTC and you’ll be the first to know what’s happening in our company and get to interact with HTC in a whole new way.

You’ll have access to:

- HTC Media Minute - Helpful tips and product updates
- Updates on industry news and its impact on you
- News about community service and fundraising activities
- Special “Sound Off” topics where your opinion is heard loud and clear
- Facebook-only customer contests and other valuable discounts

To become a fan, simply go to www.htcinc.net and click on the “Find HTC on Facebook” icon on our homepage.

HTC is SonicWALL Medallion Program Gold Partner

SonicWALL, a leading provider of comprehensive network security solutions, recently made HTC a Medallion Program Gold Partner. The SonicWALL Medallion Partner Program sets the standard for the industry, and Gold Partners have a wealth of resources at their fingertips to meet any customer challenge.

Now that this Gold Partner level has been achieved, SonicWALL Technical Certification identifies HTC staff members as experts in this field and allows them to successfully deploy SonicWALL equipment in any environment.

In addition, HTC was awarded Managed Service Provider (MSP) status by SonicWALL. MSP is a new specialization in the SonicWALL Medallion Partner Program, designed for partners focused on managed security services. Partners in this program must meet criteria for participation including having a minimum of three engineers on staff that hold the distinction of being a Certified SonicWALL Security Administrator (CSSA).

As a customer, you benefit from the enhanced knowledge and resources that our relationship with SonicWALL brings to the table. To learn more, go to www.htcinc.net or call 843-369-E2IT (3248).

SONICWALL

GOLD SOLUTION PROVIDER

@SCCoast.net Now Powered by Google™

You gain many features and keep your same email address

Based on many customer requests for a feature-rich email system, the Internet team at HTC researched numerous services and decided to partner with Google Mail™. One of the most popular email systems in the world, Google Mail is selected by millions of email users because of its innovative features and incomparable network. It helps to make email more intuitive, efficient, and useful. Furthermore, Google Mail has one of the most reliable and secure email systems available.

Your @SCCoast.net email, powered by Google Mail, will automatically give you access to many convenient features including:

Spell Check

Makes it easier to maintain a professional image by catching spelling errors and typos before you send messages.

Integrated Calendar

Schedule meetings and share calendars with your list of contacts, which is particularly great if your business has multiple locations or off-site workers.

Address Book

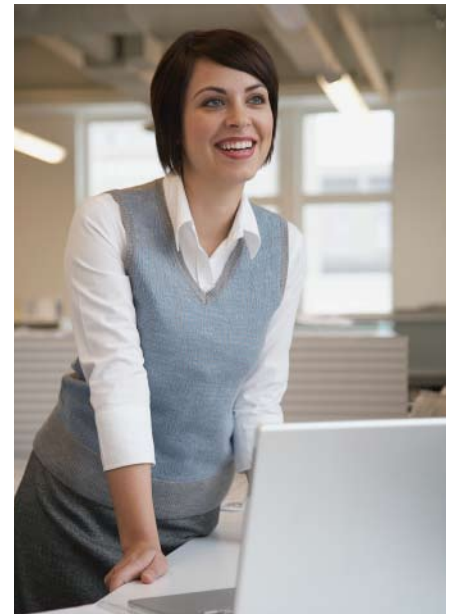
Allows you to better manage and organize your email contacts.

Online Documents

Create and collaborate on projects in real time.

Anytime Access to Your Email

Check messages anywhere, anytime from any mobile device.



Outstanding Spam Protection

Through our partnership with Google, your email will be scanned automatically to help protect against spam and viruses.

New Services Frequently Added

The creative minds at Google are continually at work to develop new ways to make your email experience even better.

As a reminder, your email address remains the same with this conversion but you may need to make a few simple changes to your POP3 and SMTP settings depending on the email client you use. You can learn more at <http://htcinc.net/email-settings.cfm>. The HTC Technical Support team is also available to provide assistance if you have not yet changed these settings. Call 843-369-8745 anytime of day or night to speak with one of our friendly technicians.

Boost Your iPhone's IQ

Make the most of your iPhone with these must-have business apps

On its own, the iPhone is a useful device for communication and organization. With the right applications, it is an even more powerful productivity tool. Here is a list of some of the most popular business apps for the iPhone.

1. Airport Flight Delays

This app displays Flightstats.com data, so you can easily find out if your flight has been delayed.

2. Contact Hero

This robust contact manager allows you to consolidate your contact information from various sources, including Outlook, Gmail, and Yahoo!.

3. Countdownr

The timer in this app counts down to a specific event, such as a meeting, deadline, or trip. An alert goes off when the time comes.

4. Jott

This voice recorder allows you to vocally record ideas and thoughts on the fly; it then transcribes your recorded notes into text.

5. Ledger

This feature-rich money management app allows you to record all types of transactions, view details for accounts, and edit account and transaction information.

6. Pocket Punchclock

This app makes it easy to track the time you spend on different projects. Just start and stop the clock when you begin and end tasks.

7. SugarSync

Use your iPhone to access your computer from anywhere. You can view and share files, and back up your system.

8. Task2Gather

Use this app to organize all your tasks, including business, personal, and family. You can share or delegate tasks, and access them through your iPhone or computer.

9. Tripper

This app offers an easy data entry interface for tracking mileage. You can create custom categories, and use the live GPS feature, which tracks mileage as you drive.

10. WhitePages Mobile

This app allows you to search for millions of businesses and people, and provides other handy look-up features.

For more information on the iPhone, contact Ted Turner, Wireless Account Executive, at ted.turner@htcinc.net.



Who's Minding Your Business?

Ted Turner, Wireless Account Executive

As a new wireless account executive, Ted Turner's job is to grow corporate and business wireless accounts. Turner has over 20 years of experience in sales and looks forward to maintaining the relationships he's established over the years, as well as building new ones. He says, "I look forward to helping those contacts find the right wireless solutions to increase their productivity and profitability."

In addition to sales, Turner's experience includes time as an operations manager for a local food service distributor; as a project manager for a local real estate developer; and (with a Certified Mortgage Planning Specialist designation) as a mortgage banker for a local community bank.

Turner is a native of Horry County and resides in Conway with his wife and daughter. He is an active member of the community, with involvement in the Waccamaw Sertoma Club, Conway Main Street USA, and Leadership Conway.

We Mean Business.

**BUNDLE MORE.
SPEND LESS.
UP TO
50% LESS.**

Made to order, your way.



Introducing the HTC ProVoice Power Bundle.
A total communications package
that can save your business up to 50% every month!

HTC's new ProVoice Power Bundle gives small to medium-sized businesses unlimited local calling – plus big savings on **voice, video, data, alarm lines, alarm monitoring, wireless calling, and phone systems**. This complete communications package allows businesses with as few as 2 voice lines the option of adding one or more services under a single bundle package for as little as **\$124.95 per month!**

Call now and get complete details on free installation and more!

Subject to availability.



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