

Technology Today

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably"
Since 1984

Take Me To The Ballgame, Please Dad?



My family and I are very excited for opening day for our favorite team, the St. Louis Cardinals. Attending games has been a family tradition even before my two daughters were born.

We even named our dog after famed Cardinals player Ozzie Smith. We haven't taught our Ozzie how to do back flips yet. He's much more likely to grab my favorite Cardinals hat and give me sad puppy dog eyes instead, saying, "Take me with you!"

We're all happy to be getting back to normal, slowly, so here's to a happy baseball season!



Why Baseball and Business Are Going High Tech Permanently

The pandemic forced every business and organization to change very quickly. Some closed, some adapted to flexible working environments, and some changed how they interact with the public. In the beginning there was a lot of turmoil and a huge learning curve. Now, over one year later, some changes are permanent.

There are permanent changes even for baseball! The St. Louis Cardinals are back in season, and they made a few announcements as they expect up to 15,000 people in attendance for games at Busch Stadium. A few of these changes include having only digital tickets available through the MLB Ballpark app and an entirely cashless stadium, debit or credit cards only.

These changes were accelerated in response to the pandemic, but they are permanent changes. Paper tickets

and paying for your hotdog and beer with cash are things of the past. It makes sense to implement these changes because there is less contact between patrons and workers, but there are also financial advantages to adopting streamlined processes.

In an all-digital world, there's no cost to print and deliver paper tickets. There's no cash to handle and balance at the end of the day. Everything has been streamlined and optimized for ease of use for staff, members, and patrons. There's less time waiting for a cashier to give you the proper change, or even get more change if needed. There's an ability for people to have a smartphone open and ready to scan to gain instant entrance to the ballpark.

There might even be shorter lines!

Technology can be used to streamline and optimize <continued page 2>

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This monthly publication provided courtesy of Ryan Haislar, President of Computerease.

"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine!

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<continued from page 1> ways of doing business and ways of interacting with the public and your clients.

As an IT company, we're very familiar with keeping our clients up to date with changing trends in technology. For example, some of our clients made a quick adjustment to a work from home environment at the beginning of the pandemic, only to find that it was more efficient. So, we helped transition their businesses and technology to a remote-only work environment to optimize cost savings for the future.

Added Flexibility and Functionality With Technology

For our business, and for many of our clients, our VoIP phone system proved its value within the first days of the pandemic. We had the flexibility to accommodate work from home and flexible work arrangements without any loss of functionality.

We've also helped several new clients who are looking to transition to virtual meetings with clients and patients. Each business and medical practice definitely has unique needs for the best software and hardware to accommodate their budget, customer experience, and long-term goals.

How does your business use technology? How can technology improve and streamline the customer experience? What kinds of technology investments pay off in the long run? What is the lifetime cost of one IT solution compared to another? These are all questions that you need to be asking when you're making IT decisions in your business.

The St. Louis Cardinals undoubtedly examined similar factors when they decided to implement their new digital initiatives. They analyzed the impact on patrons'

Technology And Awesome Service Keeps My Company Going While Working Remotely!

"Computerease provided me with the tools to keep my team together and my company going during this past year. With little advanced notice, we were able to have our team work remotely AND securely - including transitioning our VoIP phone system to easily work from our homes."

-Betsy Richardson

CEO, Director Of Operations

Healthcare Billing Of St. Charles

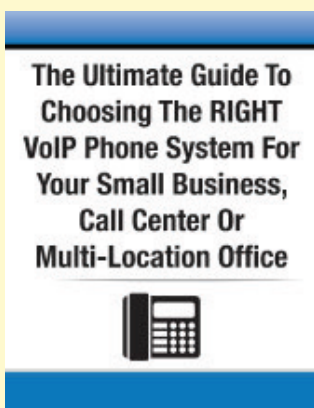
experiences, health and safety protocols, and overall costs, realizing that permanently adopting new technology was the best outcome.

Your business is a much smaller organization than the St. Louis Cardinals, but you can also embrace new technology to help streamline and optimize your business practices. I suggest talking to your peers in the community and other business owners in your industry to see what new technology has been successful for them.

There's no reason to reinvent the wheel. Instead, learn from other people's experiences! We've worked with our clients, some for almost 20 years, to continually adapt in a rapidly changing world. I'm here if you have questions about how new technology may impact your business.

You can reach me by email at ryan@computer-service.com or give me a call, anytime.

Free Report Download: How To Avoid Making A Frustrating, Expensive Mistake When Choosing A VoIP Phone System



Read This Report To Discover:

- What VoIP is, how it works and why the phone company may force you to switch to a VoIP phone within the next 3 to 4 years.
- 4 different ways to implement VoIP and why you should never use 3 of them for a business phone system.
- Hidden costs with certain VoIP systems that can negate any cost savings you might gain on your phone bill.
- 7 revealing questions to ask any VoIP salesperson to cut through the hype, half-truths and "little white lies" they'll tell you to make the sale.
- The ONLY way to know for sure if VoIP will work in your environment and in your business.

Download Your Free Report At: www.computer-service.com/voip-report

Shiny New Gadget Of The Month:



Ember Temperature Control Smart Mug

Porcelain mugs are so 20th century! Meet the Ember Temperature Control Smart Mug – a mug that gives you more options than any mug *ever*.

What's the big deal, you ask? The Ember keeps your drink – coffee, cocoa, tea, milk, etc. – at the exact temperature you want, between 120–145 degrees Fahrenheit. You can also control the mug from your smartphone – adjust the temperature, set notifications and more. The Ember mug is hand-wash safe as well.

The mug itself includes a 1-hour battery to keep your beverage hot on the go, or you can use the included charging coaster to keep your beverage hot all day long. Find the Ember mug on Amazon or learn more at Ember.com.

The Core Value Equation

Your core values are the most valuable asset you have. They help define your business, but more than that, they define your team and the work they put into the success of the business. That success can be broken down into the Core Value Equation.

**Core Values = Words = Conversations =
Decisions = Actions = Results**

Or distilling it further: core values = results.

If you can define your values, everything that happens in your life is a direct correlation of your values, whether those things are good or bad. Your core values should be stated to and by your team, your customers should be aware of them – and they should be memorable.

Companies fail at core values when they are implemented poorly – or aren't implemented at all. In other words, they come up with a list of values and don't live up to them.

You and your employees should all be on the same page. You should see the core values around the office, they should be talked about regularly and they should be a part of the day-to-day aspects of your business. Don't let them just be words on paper. Give them real meaning!

Developing core values is a five-part process:

- 1. Discovery Process:** What matters most? Core values don't have to be "nice" – they need to be authentic to the company.
- 2. Design Process:** They need to be sticky, viral and memorable to the team – make a sign for the office and put them on the website.
- 3. Rollout Process:** You want customers and employees to fall in love with the core values, so make it all about them. Make sure that the core values are visible to the



company – on the wall, on the website or even in your email signature.

- 4. Implementation Process:** Have your team forget about past experiences with the company. Your core values are about reorienting and reenergizing your employees and getting them on the same page.
- 5. Measurement Process:** Survey your employees and get their feedback. Review employees based on a core value rating. Put it to work and make it tangible.

How can you make sure your team remembers the core values?

Keep It Simple. Miller's Law states that most adults can store between five and nine items in their short-term memory.

Keep It Short. Choose a word, then you can have a meaning behind those words.

Keep It Clear. Avoid jargon, keep it conversational and use words everyone uses.

With that, you have the foundation to develop a strong set of core values for your companies – core values that will define your team, who they are and their future success.



Andy Bailey is the founder, CEO and lead business coach at Petra, an organization dedicated to helping business owners across the world achieve levels of success they never thought possible. With personal experience founding an Inc. 500 multimillion-dollar company that he then sold and exited, Bailey founded Petra to pass on the principles and practices he learned along the way. As his clients can attest, he can cut through organizational BS faster than a hot knife through butter.

3 Top SEO Myths Completely Busted!

Myth 1: You Can Skip Mobile

Optimization. You may have spent a lot of time and money on your full website, but don't stop there. Google cares about mobile optimization, as mobile search is quickly taking over desktop search, so Google wants to cater to those people. If you don't optimize for mobile, it will hurt your rankings.

Myth 2: Links Are More Important

Than Content. Yes, linking is important, but you absolutely need solid content on your website to present yourself as a valid and credible site. Web users don't stick around websites with poor content or just links. And when users quickly leave, the value of your links drop. Quality content is key.

Myth 3: Ranking Is More

Important Than Anything Else. Some businesses only care about being on Page 1 or in the top five search results, but making that happen can be incredibly difficult.

It's more important to entice the searching public to click on your content regardless of placement. It comes back to having quality content on your website, content that solves or answers a question (adds value) for the user. *Inc., Jan. 18, 2021*

Customer Service Employees And Negativity Don't Mix

When your customer service employees are in a bad mood, it can come across in their work. Customers may notice, which can reflect on your business. Even if you've hired a stellar customer service (CS) team, sometimes negativity breaks through. Here are the top reasons.

They're Frustrated. This is common for not just CS employees but also employees in any department. When they lack proper tools or resources and/or are understaffed, it leads to friction. Their job becomes much harder than it should be, and that doesn't take

long to show in customer-facing interactions.

They Lack Training. Sometimes the hiring process goes a little too quickly and CS employees are dropped into the role without full training. Even if they're experienced in CS, they need to know your expectations and how you do things.

They Lack Support. This is the most important. Every employee needs support to succeed. In a CS position, lack of support can hurt your overall business. Be flexible and be there for your team to meet their needs. *Forbes, Jan. 16, 2021*

Why You Need To Unplug Every Once In A While

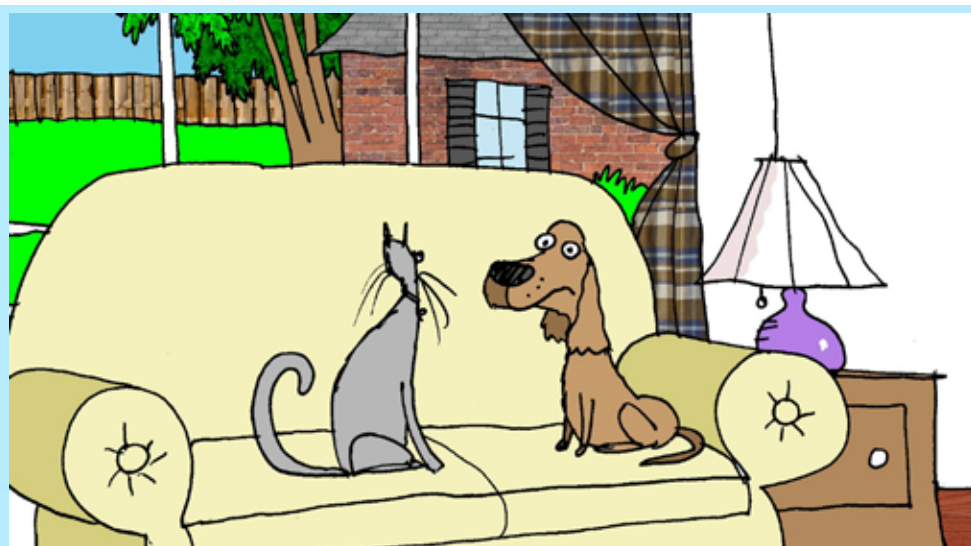
Putting down the phone, stepping away from the computer and turning off the TV can do wonders. Here are just a few of the benefits you can experience.

It Reduces Stress. The news and social media is packed with negativity. When you cut yourself off from the negativity, the stress melts away.

It Boosts Productivity. We live in the era of information overload. Spending too much time behind a screen clutters our brains and slows us down. Take a break to get perspective and regain focus.

It Just Helps You Feel Better. It gives your brain a chance to rest. Blue light given off by screens is overstimulating. Turning off the screen gives you a chance to recuperate mentally, emotionally and even physically.

Forbes, Jan. 15, 2021



"Your name is 123456. That's the reason they use my name instead of yours for their password. It's a security issue."