

How to Run an Effective Webinar

Know your purpose. It is essential you are prepared by knowing the purpose – why you’re conducting a webinar, what you are trying to accomplish by it, and what you want attendees to get from it.

Have an agenda. Plan out exactly what you are going to cover so nothing is missed when you go live. Be prepared with topics you wish to go over and specific questions to want to ask.

Engage your audience. It’s easy to lose audience members during a webinar due to the medium. Engage participants by connecting with them. Ask specific questions every few minutes to keep them focused and prevent their attention from wandering.

Keep their attention. It’s safe to assume most attendees will be multitasking during a webinar, so you have to work to keep them engaged. Speak in a lively manner and be sure to have interesting information to present to them and keep their attention.

Take it for a test drive. Before your webinar, conduct a trial run to be sure you are adequately prepared. Make sure you are comfortable with your presentation and that all equipment you plan to use is functioning properly and free of technical issues.



Harness the Power of Social Media

Social media can be an effective tool for your business. And help you make money. To harness the power of social media, avoid these common mistakes:

Spreading yourself too thin – Your business doesn’t need to have a presence on every social media platform. Don’t worry about being on every platform. Instead, find the one where most of your target customers are, and focus your efforts there.

Ignoring negativity – Rather than turning your back to critical feedback, process it with an open mind, without being defensive. You can resolve legitimate issues and improve your business in the long run, while showing customers you value their input and respect them.

Using social media at the expense of your website – Have a social media presence, but don’t neglect or give up your company’s website. Your website is still and will remain a valuable tool for your business.

Neglecting blogging – Blogging is a great medium for you to share and demonstrate your expertise by providing relevant and meaningful content.

How to Prevent Late Payments

Know Your Customers – Don’t just extend net terms to anyone; know who you are doing business with. Check their business credit by pulling a credit report on potential clients.

Put it in Writing – To prevent any misunderstandings and strengthen your position in the event a client doesn’t pay on time, include a well-written credit policy in all of your contracts. Clearly detail the payment terms and schedules, and have them sign acknowledging that they agree to it.

Keep it Simple – Make it easy and convenient for your clients to pay their bills. Be sure they are aware when their payment is due and how they can pay you – make invoices clear, concise, and easy to understand. Provide them with options by utilizing various types of payment, such as credit cards and online payments.

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How to Keep Your Digital Documents Safe and Secure

In this digital information age, security threats are everywhere. You see it in the headlines, every day. So smart, proactive business owners go to great lengths to protect their IT networks from potential threats and hazards. But what about their document security?

Paper documents (that aren’t shredded) can be easily stolen, misplaced, misfiled or taken out of the trash. Unprotected digital documents (that have been saved on your network) are vulnerable to security breaches and loss, too.

Putting in place a dedicated, document management system is a valuable solution for businesses looking to permanently protect their documents. Starting with scanning paper documents, our document management solutions enable your company to securely store, manage, access and distribute documents, while eliminating the clutter of unnecessary paper from your office. Fail-safe auditing features also ensure compliance with business rules and government regulations.

What’s more, with our document management solution in place, you never have to worry about document loss due to disasters, such as fires or floods. All your documents are safely stored and backed up. You even get built-in safeguards — with a series of controls and security measures — to guarantee that your documents are accessed only by authorized employees.

In the digital information age, nothing is more important than the security of your business information. Make safeguarding your documents a security priority. Contact us today to discover how safe and easy it is to implement the right solution for your business.



Got a minute? Learn why Document Management makes sense.

Find out how your business can save with a document management solution. Go to:
www.findmydocumentsolution.com

Insuring Low Business Costs

Smart Choice®, a national network of independent insurance agents, implemented DocuWare to work hand in hand with an existing software solution in order to automate data input, gain secure electronic storage and move to a paperless process for generating and distributing agent commission statements.



Each month Smart Choice® was overwhelmed with the task of inputting commission statements from each carrier into their accounting system to produce the commission checks, as well as the reports and statements. This paper intensive process required a team of four to five data entry employees, who were also required to fold and stuff statements into envelopes for approximately one week in order to meet a contractual deadline for issuing all statements and checks. The company knew they needed to automate this workflow – especially as their company continued to grow.

This digital solution eliminated mountains of manual data entry into the accounting system, automated the indexing of scanned pages and laid the foundation for Smart Choice® to deliver commission statements electronically to their agents. By "printing" electronically to DocuWare and providing its agents with online electronic statements, the company eliminated the physical printing and mailing of close to 4,000 pages per month. With the new system in place, statements and producer reports are available to agents quicker than in paper format. Complete electronic processing has streamlined a formerly stressful process and the company is saving 200 man-hours a month.



Let Document Management Improve Your Workflow

How can eliminating the burden of paper documents with an automated workflow benefit your business?

- Improve productivity by eliminating manual tasks and processes.
- Reduce risks associated with lost, stolen, misplaced, or bottlenecked documents.
- Improve customer service as a result of immediate access to electronic documents and files.
- Increase collaboration between employees and departments via information sharing.
- Enhance security and regulatory compliance.

Contact us today to learn more about document management and our workflow solutions.



Bringing Order to Paperwork

Garfinkel Immigration Law Firm's primary focus is on corporate immigration relating to bringing trained specialists into the United States for employment. As you might imagine, this type of work requires a significant amount of paperwork.

"Immigration law involves very long processes and records management is crucial to keeping things running smoothly," said Allison H. Keller, Business Operations Manager for Garfinkel.

Using DocuWare's secure digital archive has simplified file management at the firm. Employees, including remote staff, now benefit with instant self-serve access to completed case files. Digital files, whether PC generated or scanned, allow multiple employees to review a file simultaneously for easy collaboration. Clients also enjoy premium service now that any authorized employee can step in when another attorney is busy in court.

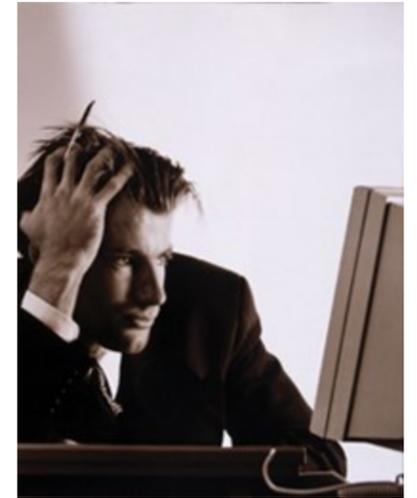
The firm was so pleased with its new document management system that they've now scanned more than 400 boxes of their case history files going back to their inception in 1997, reducing storage costs and providing the firm with a comprehensive database.

Is Your Office In Need of an Attitude Adjustment?

A poor environment can be bad for a business, as it can make it impossible to hire or keep good people. No one wants to join a company where they'll spend 40+ hours a week being miserable. They'll opt for a job that pays the same, maybe even less, if they think they'll be happier there. And being happier doesn't necessarily come from more pay or better benefits; it's a result of working in a non-toxic environment.

Improving the culture of your office will only help make your business more successful through increasing employee retention and making your staff more productive. According to Accenture, a management consulting, technology services and outsourcing company, increasing investment in good workplace practices that relate to engagement by just 10% results in an increase of profits by \$2,400 per employee.

A toxic work environment full of miserable and disengaged employees is a difficult hurdle for any business to overcome. Is your office in need of an attitude adjustment?



Hot Products

DocuWare Web Client

Web-Based Document Management with Maximum Comfort

Whether you're on the move out in the field, at your home office, or on your office workstation - you can easily access many standard DocuWare functions directly via your Web browser. Thanks to the latest Web 2.0 technologies, finding and distributing documents and workflow management is as fast and convenient as with Windows programs. At the same time, administration is much simpler too.



Be ready for the future with DocuWare 6.5

Manage your growing document processes with the safest, most powerful and comprehensive digital system available today.

DocuWare has just released Version 6.5--now a completely Web-based document management solution. The simplified and comfortable user-interface makes working with the system easier than before.

But it's not only DocuWare's exterior that's been improved. The Web Client – the heart of the document management solution – was overhauled technologically. It is now fully based on the very latest HTML5 technology, no longer requiring additional components. Users are now equipped for the future. In addition, Google Chrome is supported.

The more complex software is, the more important that it is intuitive to use. When the look and feel is well-crafted, users have an easier time navigating and working efficiently. For document management specialist DocuWare, the entire focus when developing Version 6.5 was about enhancing the user experience:

Individual Personalization / Technology Efficiency / Filing Fast-tracked

Scanning with DocuWare

Most businesses have a multifunction printer with a network port, which is used by several employees. Many of these devices can be connected via the DocuWare Upload Service: this allows you to scan an entire stack at the touch of a button with a document feeder scanner. The documents then appear automatically in DocuWare ready to be indexed and routed.

