

## Practicing Customer Centric Behaviors

Customer centric shouldn't just be a concept used to describe your company. Make it carry some weight by treating it as a mandate that drives action. Discovering the connection between expectations & reality and growth & decline, the quest has been to uncover the root causes of how and why customers contribute to the success and failure of companies. Keep these things in mind when mapping out your customer-centric strategy:

1. Companies should invest in the tools and capabilities to continually listen to customers, gather meaningful data and insight from and about them, and ultimately integrate that data and insight into the business.
2. When companies uncover the truth about why customers leave and why they aren't happy, the reaction tends to be emotional, muddled and wrought with politics such as who owns the problem and who is empowered to fix it. Instead, focus on making positive changes to improve customer satisfaction.
3. Don't base essential and far-reaching decisions on ideas, lore and assumptions about customers rather than on fact.



### 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?

## How to Run an Effective Webinar

**Know your purpose.** To run an effective webinar 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; you're not in the same room with them speaking directly to them. Engage participants by connecting with them. Ask specific questions every few minutes to keep them focused and prevent their attention from wandering.

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## The Fast, Easy Way to Store and Retrieve Your Documents

### Traditional paper filing is a losing battle.

Multiple hard copies, filed under different headings in different folders. Bulky file cabinets or corrugated boxes, using up valuable floor space. Even offsite storage facilities to handle the ever-expanding volume. They all come with huge costs — not the least of which is wasted employee productivity *doing* all that time-consuming filing . . . and then later trying to find (and get) the documents they need *now*.

And of course, the more your business grows, the worse the problem becomes . . . until the problem starts to actually *impede* your business's *ability* to grow!

There is a *better* solution that will help you more efficiently organize your business, drastically cut your storage and retrieval costs and significantly reduce wasted employee time and office overhead.

It's called digital document management, and it will simplify and revolutionize your entire document storage and retrieval processes.

With our digital document management solution, you automatically store all your documents in digital file cabinets. Naturally! Authorized employees can immediately access the information they need — regardless of the original format — using almost any digital or mobile device, 24/7, of course. And they can easily search for their documents by date, customer name, subject... whatever indexing criteria *you* establish.

With digital document management, you'll accelerate all your company's operations and processes: sales, cash flow, customer service, you name it.

Contact us today to find out how quickly and easily you can file and retrieve the important information you need — in seconds.



**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](http://www.findmydocumentsolution.com)

## DocuWare Helps Biggest Loser Resorts Streamline Their Business Practices

**Requirements:** In keeping with the Biggest Loser Resort's philosophy of developing a healthy lifestyle for each of its guests, they also wanted to adopt environmentally healthy business practices, improve their workflow, and strengthen their document retention compliance. The Biggest Loser Resort decided to address not only their organizational needs but to secure archiving as well, and streamline accounting processes from their three locations.

**Solution:** An Authorized DocuWare Partner installed three Fujitsu 6120 scanners and rolled out DocuWare to 165 employees in eight departments. When invoices arrive they are scanned by Accounts Payable and routed to the department head for approval. Using electronic stamps, invoices can be approved or declined and comments can be added. DocuWare is now used to store sensitive documents which have a long-term retention time. Additionally, the sharing of information between departments is faster and easier thanks to DocuWare.



## How to Keep Your Digital Documents Safe and Secure

In this digital information age, security threats are everywhere. Smart, proactive business owners go to great lengths to protect their IT networks, 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.

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.



## 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 reports are available quicker than in paper format, and electronic processing has streamlined a formerly stressful process.

## The Secrets to Strong Passwords

Modern technology has made many aspects of life more convenient. However, as with anything else, along with the pros there are inevitably cons. With so much of our lives conducted online, hackers and ne'er-do-wells are waging a non-stop war in attempt to gain access to our personal information. Strong passwords are your first line of defense against troublemakers.

Strong passwords include:

- At least eight characters
- Both uppercase and lowercase letters
- One or more special characters (such as \$, \*, !)

To create a strong password, be sure to leave out:

- Names of any kind (your name, your pet's name, your child's name)
- Accessible personal information like your date of birth, social security number, etc.
- Numerical sequences, such as 12345
- Words that exist in dictionaries

Finally, protect yourself even further by changing your passwords periodically, and by creating strong login names as well.



## Hot Products

### SCANMATE i1120 Scanner

The KODAK SCANMATE i1120 is ready to scan right out of the box, with one simple computer connection and intuitive bundled software. With the Smart Touch feature, you can easily pre-program up to nine scanning functions, along with the file formats you need them in (PDF, TIFF, JPEG, RTF, BMP, and searchable PDF).



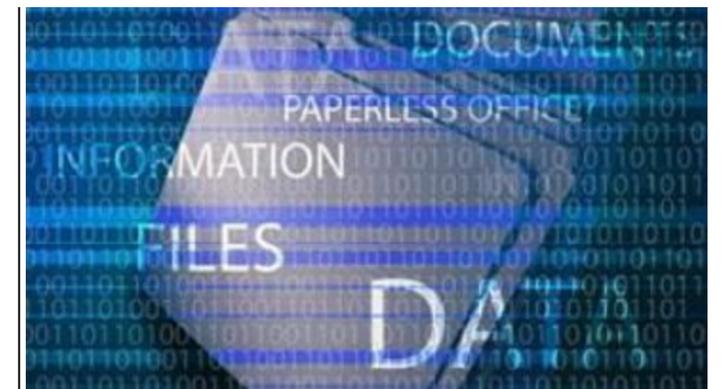
- Maximum scanning speed: 20 ppm / 40 ipm
- Feeder Capacity: 50 Sheets
- Optical Resolution: 600 dpi
- Document Feeding: Automatic
- ENERGY STAR Qualified

### Free Scanner App for Your Smartphone

The new free DocuWare PaperScan app transforms your iPhone and iPad into a mobile document scanner. The possibilities are endless: file expense reports with receipts while on the road, copy an article for later reading, or scan a business card for future reference.



Using PaperScan is simple: aim your smartphone or tablet over the paper; the device automatically captures the image, cuts it to size, and creates a perfect high-quality PDF. Documents can then be automatically stored using DocuWare's Intelligent Indexing Service.



## Benefits of Document Management

Why should you look into document management? Key benefits you'll realize:

- Improved customer service
- Increased cash flow
- Reduced costs
- Mobility
- Greater ability to accomplish more with less

DocuWare, integrated document management software, easily automates business processes and workflows by electronically managing and sharing documents, regardless of format or source, in one central document pool. One search quickly locates all documents related to a business transaction and this can happen regardless where you are working. All access is secure, controlled, and logged. With Web-based document management and powerful integration tools to both hardware and software, DocuWare's flexibility enables complete mobility, transparency, and scalability to grow with the users' needs.

Visit our website at [www.docuware.com](http://www.docuware.com) to learn more.