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*"As a business owner myself, I know you don't have time to waste on technical and operational issues. That's where we **shine!** Call us and put an end to your IT problems finally and forever!"*

~ David Snell  
ACTSmart, Inc

## "I'd Rather Have To Find a New Doctor Than a New Computer Company!"

Michael Carbone opened South Shore Ticket Agency in October of 1988 with the idealistic goal of a 24 year old—he just wanted to have a successful business.

Living in Needham with his parents, using money that he saved up—no loans or help from anyone, Michael wanted to be independent. He had summered in Scituate so he knew the area. Using the same method that Mobil or Burger King use to scout locations; he'd get off an exit on the highway and travel no more than 2 miles down the road. 858 Plain Street was the first spot that he liked 40 miles later.



Michael Carbone of South Shore Ticket



In 2004, After 16 years at 858 Plain Street, Michael purchased the building at 657 Plain Street and he loves it. South Shore Ticket Agency has 3 full time employees, 2 part time employees and many loyal customers from all over the country. What started as a business with just a telephone and, of course, no

email, now has 10 computers supported by American Computer Technologies.

We asked Michael to tell us why he's been our client for so many years and he said "Dependability! Without my computers, I'm out of business! You know my computers, you know and care about my business and when I need you, you are there for me. I'd rather have to find a new doctor than a new computer company!"

Half their business comes from their website (SouthShoreTicket.com) and word of mouth and their sign helps. He says that in this economy, you have to keep marketing. Michael studies all avenues for effectiveness and cuts what isn't working. He's tried them all; Google, the Globe, Herald, emails, radio, resort maps, and has very good luck with hotel concierges.

Michael, wife Josie and sons Michael and JoJo have lived in Marshfield for 10 years. They are active in the community with local Marshfield Youth Baseball, Coastal Star Hockey and the South River School. They are generous donators to Juvenile Diabetes, Old Colony Hospice, AHA Heart Walk, the Jimmy Fund, Marshfield Youth Football, Pan Mass Challenge, the Cancer Society and are a drop off for Toys for Tots. **Thanks, Michael!**

## FREE RADIO Advertising!

Have we helped you or gotten you out of a jam, been there when no one else could solve the problem, gone above and beyond the call of duty?

If so, why not tell the world in one of our 95.9 WATD radio ads. We're looking for new voices - all you have to do is plug your business, describe your problem and how we fixed it.

It's 70% you, 30% us.

Call Pam at 781-834-9208 Ext 202 and tell her your story. We'll pick 2 businesses each month to share the WATD spotlight with us. We'll even put the ads up on our websites!

You can email Pam@GoAmerican.com if you'd prefer.

We're looking forward to hearing YOU on the radio!

This contest is open to all ACTSmart, Inc clients. Subject to availability and to change without notice.

## We're ALWAYS here for you!

Have an **EMERGENCY** and need to reach us after outside normal business hours?

### Technical Support:

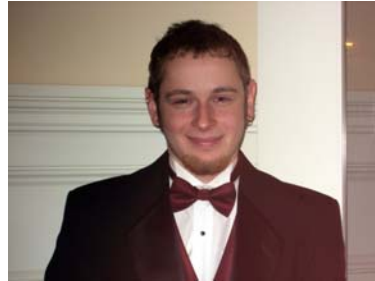
David—781-838-0556  
Devin—339-793-3754  
Henri—339-793-3755

### Web Design

Pam—781-838-0557  
George—339-793-3756

### Emergencies Only Please

for normal support and web design questions call 781-834-9208



# What's So Great About Wordpress?

By George Whitcher



All you hear about lately is Wordpress. We have been talking about it, others have been talking about it, and so what makes it so great?

Well for one, it's fully open source and a full content management system (CMS) which means that you can edit any of the content on your website. There are some instances where custom programming is required but for the most part you can cut the web designer out of the picture after the site is designed. No, we're not putting ourselves out of business; you still need a good web designer to make your website look and act like more than an ordinary blog .

Functionally, it has great features that beat a conventional website. There are even search engines like Technorati which are designed to index Wordpress sites specifically. There are also an infinite number of plug-ins for Wordpress allowing you just about any website feature you can think of and , with some training, you can implement and adjust them yourself.

You'll want us to implement some plug-ins like ones for Navigation, Calendar, Events, Newsletter Signup, YouTube Videos, Ad Display, and Search. Once installed, you can update them easily yourself.

Now some of you may think this isn't for you and, if that's the case, we are still designing in Dreamweaver and offer updating services. But, if you can use Microsoft Word, you should be able to update your site yourself. Just like advertising your site, fresh content should be a top priority and nobody knows your company better than you. So take control and charge of your website with Wordpress! Give us a call today!



## ACTSmart at the Marshfield Fair

Did you catch us at the 142nd Marshfield Fair?

We sponsored a "building" at the model train village run by "engineer" Dave Suffrendini. This attraction has been a favorite stop for kids of all ages and we were thrilled to be able to sponsor it again.

Watch for us next year; Dave says we can personalize our building . Who will be looking out those windows? You'll have to wait and see!

## *Helping You Benefit From Today's Technologies*



On Friday, August 28th we closed the office to have a planning meeting with all team members. After our quarterly seminar in Nashville, we realized that we needed to be a customer service company that offered technology rather than a technology company with pretty good customer service. It was a "level playing field" with each team member's input as valuable as the next and we all had an opportunity to offer both problems and solutions

Post it notes and flip chart lists lined our dining room walls as we discussed many issues.

First, we listed our top 3 customer service problems. We identified our phone system, lack of follow

through and lack of preparation and organization as problems that need to be solved. We then took most of the day brainstorming how we can rectify these problems.

At this writing, David is still polling clients as to what would be an ideal use of our phone system. One solution that we implemented immediately is that we will now have a "Help Desk" technician during all office hours.

Tigerpaw, the software that we invested in recently will help many of our "follow thru" problems. All service requests will be issued a numbered "ticket" that must be completed and "closed" in a timely manner. The ticket's number allows clients to reference services easily and monitor quality control.



Ellen, our "Goddess of Organization" is supervising our preparation and organizational skills. All service appointments will be confirmed the day before to ensure that all tasks are prepared for ahead of time. We are creating forms and policies to be used in the web department so that all tasks and services are completed with good communications to the client.

You can read our new Mission Statement on the back page and the title of this article is our newly resurrected slogan. It was a very full and productive day. Although these changes can't all be made overnight, we are all anxious to make our good company superb!

**ACTSmart, Inc.  
American Computer  
Technologies**

769 Plain Street  
Unit L  
Marshfield, MA 02050

Phone: 781-834-9208  
Fax: 781-834-0146  
Email: David@GoAmerican.com

GoAmerican.com  
ActSmartWeb.com  
ActSmartARCA.com  
IronCladBackup.com  
MondaysMarketingMinute.com



At ActSmart, American Computer Technologies, we work to help people and businesses throughout New England eliminate their technology challenges and attain their business goals. This is our mission. Everything we do reflects this mission and the values that make it possible.

**Our values:**

**As a company, and as individuals, we value:**

- Integrity and honesty
- Passion for our customers, for our partners and for technology
- Openness and respectfulness
- Taking on challenges and seeing them through
- Constructive self criticism, self improvement and personal excellence
- Accountability and commitment to customers, team members and technology partners for exceptional results and quality