

Business Communicator

A Driving Sales With
Personalized Service
and Fast Internet



Co-owners Mike Rensch (left) and Doug Rensch



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Business Communicator

RTC

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Quality customer service can mean the difference between a good company and a great one. No matter what kinds of products or services you provide, when you create an excellent “customer experience” you can’t go wrong. This issue of *Business Communicator* looks at ways to take your customer service one step further.

On page 3, we explore how you can **Increase Your Internet Speed to Increase Productivity.** When customers have to wait on the phone for you to find information, or you can’t have video conferences with clients in other states because your connection is too slow, it’s time to think about an upgrade.

The Business Spotlight on page 4 features **Rensch Chevrolet Buick**, which has built its success and its reputation on good, old-fashioned personalized service and the Golden Rule. The dealership uses fast internet service from RTC to quickly get parts and buy cars for customers.

You’ll find another way to treat your customers well on page 6. There we describe how **Communication is a Two-Way Street**, and give you some pointers for making sure you hear what customers are saying as well as getting your message out.

Finally, on page 7, we discuss how **Facebook Means Business.** Extra business for you, that is! Facebook can help you stay connected with customers and keep them informed about new products or services, special deals, and company news.

Naturally, we want to offer our best customer service to you, so we’re always here to help. Feel free to reach out any time and let us know how we can assist you.

Sincerely,

Dan Schilla
Network Manager



Increase Your Internet Speed To Increase Productivity

Bandwidth is vital for small business growth and competitiveness

Is your current internet speed keeping up with the demands of your employees and customers? Ask yourself these questions:

- Does it take too much time for your staff to do online research or receive large files?
- Are your employees frustrated with the internet speeds at your business?
- Do your customers have to wait on the phone while their account information is being loaded or transactions are being processed?
- Is your staff unable to effectively use video conferencing for collaboration?
- Does it take hours to back up your computers and files?

The bottom line is this: An increasing amount of business activity is now done online, and data-intensive applications require faster data speeds. If you want to stay ahead of your competition, you need to be traveling as fast as, or faster than they are. By equipping your business with more bandwidth, your employees can move data more quickly and efficiently, resulting in a better overall experience for your customers.

What exactly is bandwidth? The term refers to how much data you can send through a network or modem connection. Bandwidth is usually measured in bits per second, such as 10 Mbps (10 million bits per second). You can think of bandwidth as a highway with cars traveling on it; the highway is the network connection and the cars



are the data. The wider the highway, the more cars can travel on it at one time and the faster they get to their destinations. The same principle applies to computer data — the more bandwidth, the more information that can be transferred within a given amount of time.

Many different businesses can reap rewards by upgrading to a higher-speed internet connection. This is particularly true for businesses that fit these criteria:

- Conduct business at multiple locations
- Leverage the internet for 60 percent or more of business operations
- Want to deploy more computers to the existing network
- Employ three or more workers

RTC Network Manager Dan Schilla says, “No matter what speed a company currently uses, RTC offers several speed options to get them where they need to be. In addition, many businesses now need quicker upload speeds, in addition to fast download speeds, for things like sending large files and performing Cloud backups. We offer symmetrical upload and download speeds of 100, 250, and 500 Mbps, as well as our Gigabit Internet (1,000 Mbps), to ensure our customers spend less time waiting and more time being productive.”

To find out more about the internet options available from RTC, call 888.862.3115 or visit RTC.coop.

RENSCH CHEVROLET BUICK

A full-service dealership
with small town values



Parts Manager Brandon Wilson (behind the desk) talks to a customer.

Originally established in 1917, family-owned and operated Rensch Chevrolet Buick is located in New Town, N.D., and serves surrounding communities. The dealership provides a full range of automotive services, from new and pre-owned vehicle sales to certified parts and service. Staffed with GM Certified professionals, it offers quality automotive care and personalized customer service.

Decades of Loyal Service

Rensch Chevrolet Buick was founded in Makoti, N.D., by brothers Joe and Tony Rensch, who believed small towns can create their own opportunities through vision and determination. Following through on that belief, the brothers grew their dealership with a desire to build a business that could be handed down to future generations. Rensch Chevrolet Buick expanded to New Town in 1968 when the owners purchased another dealership from a retiring owner. Cousins Doug and Mike Rensch acquired the dealership in 1990 and continue to carry on the family tradition.

Co-owner Doug Rensch comments, “Customer loyalty is what kept the family in business back then and still does today. We wouldn’t be here if it weren’t for our customers’ faith in us, and we want to be there for everyone. If someone had a problem with their car and we weren’t here, it would be a long way to another service center.” In 1985, the original dealership in Makoti was the oldest to bear the Chevrolet insignia in the U.S.

Fueled By Reputation

Using the dealership’s website, customers can view the vehicle inventory and request a price quote without leaving home, making car buying easy and enjoyable. Even service appointments and ordering parts can be done on the website, which is updated daily.

Rensch says, “We pride ourselves on comprehensive service at fair prices, and our service technicians are well versed in many vehicle makes. Our state-of-the-art facility features the latest in advanced diagnostic and repair technology with highly skilled, factory-trained technicians, and our parts department keeps a large inventory in stock at all times. We’re also well known for personalizing Chevrolet and Buick vehicles.”

The dealership continues to expand beyond its long-standing customer base. Rensch explains, “There’s been a huge population explosion in recent years as a result of the oil boom, with new people coming to town. It hasn’t changed the way we do business, though. We continue to help everyone with the same quality service and personalized attention. Customer satisfaction is our number one priority and always will be.”

There’s a family-like atmosphere between the Rensch cousins, employees, and their families. Doug Rensch feels the same about his community and has been giving back as a New Town volunteer fireman for 26 years. Mike was a member of the Chamber of Commerce for a few years and both men have served on the board of the local golf course and other organizations.



Jason Sterling, Technician



Frank Sterling, Service Manager



Taunie Leppell, Office Manager



Brian Parker, Sales and Finance Manager

Service Through Technology

RTC provides Rensch Chevrolet Buick with phone, TV, and internet services through fiber. “I don’t know where we would be without RTC’s internet service,” Rensch comments. “We buy cars through online GM auctions and order parts online through GM, too. All our communications with GM are online. If we didn’t have the internet, we wouldn’t be talking to them.” He adds, “We get a quick response from RTC when we need service. We’re fortunate to have them in the area.”

“I don’t know where we would be without RTC’s internet service. We buy cars through online GM auctions and order parts online through GM, too.”

— DOUG RENSCH, CO-OWNER, RENSCH CHEVROLET BUICK

Chad Betz, Outside Plant Manager East at RTC comments, “Rensch Chevrolet Buick has been a loyal business in the area for many years, spanning at least four generations. They have helped the community over the years with civic involvement and charitable contributions, and have always embraced small town values. We appreciate the opportunity to help them find parts, including hard-to-find ones.”

Betz adds, “There aren’t a lot of businesses left in North Dakota that still operate on the same moral values passed down through the Rensch family. They’re not just a car dealership. They’re much more than that. They’re a place where you can come in, sip a cup of coffee, and feel welcomed.”

Check out www.facebook.com/renschchevrolet/ to see what’s new at Rensch Chevrolet Buick.

A FAST LESSON ON GIGABIT INTERNET

RTC has been offering Gigabit Internet for several months, now, but you may still be unfamiliar with the many benefits it provides. Here’s a brief primer:

A Gigabit (or Gig) is 1,000 Mbps, which is the fastest speed currently available anywhere, and only available to three percent of the U.S. population. RTC wanted to make sure our customers — even those in remote areas — had access to this technology, and built out our fiber network infrastructure to be able to provide it.

With Gigabit Internet, you can upload a 1 GB file in just seconds, whereas with a 20 Mbps connection, the same operation could take several minutes. Similarly, the quality of streaming video and video conferencing is greatly enhanced, enabling real-time collaboration and the use of advanced Cloud-based applications.

Call RTC at 888.862.3115 today to learn what Gigabit Internet can do for your business.



Communication is a Two-Way Street

Use these tools to engage your customers in conversation

Business communications are no longer just about getting the right message out; now we have to consider the messages coming in. Social media makes it possible for companies to easily have conversations with those outside the company. Customers have unprecedented choices in where to shop, so it's important to maintain these conversations in a positive way.

Rethink That Email

In addition to providing a receipt, an email following a purchase can contain links to other products on your site or to an online survey. An opt-in email subscription can keep your company top-of-mind at minimal cost. For maximum benefit, personalize emails as much as possible to each customer's habits and preferences.

Stay in Touch with Facebook

Because of Facebook's algorithms, a customer who Likes your Page may not always see your updates. So, make it worth their while to actually visit your Page. Post special offers, coupons, and other ways for your fans to benefit. In addition, make sure someone in your company regularly monitors (and responds promptly to) comments.

Tweet Your Way to Success

Twitter is useful for posting special offers, promoting events, and showing behind-the-scenes photos and videos of your business. It's also a great place for listening to your customers. Set up alerts to know when your company is mentioned and respond quickly. Use any problems as opportunities to improve your customers' impression of you.

Start a Blog Conversation

A blog can provide customers with up-to-date information about your company while also giving them the opportunity to comment. Just remember that comments must be properly administered to avoid "comment spam" and inappropriate language. Also, make sure you update your blog regularly; if your last post was two years ago, customers may think you're behind in other areas, too.

Learn About Quora

Quora's premise is simple: questions and answers, and this straightforward format can work to your benefit. First, set up a profile to increase your visibility, and then use Quora to find questions that you have expertise on. Stay active to build a following and keep providing your unique input. You can even check Quora's stats to find out which of your answers are most popular.

Conduct a Survey

There are several online survey companies ready to help you out if you don't have the staff to conduct one yourself. These include: Poll Daddy (polldaddy.com), SurveyMonkey (surveymonkey.com), and Zoomerang (zoomerang.com). You can also use Facebook or Twitter as informal survey tools.

To make the most of these conversations, be sure to use common business courtesy and rules of engagement, such as refraining from defensiveness in response to complaints. Finally, allow customer comments to shape your company's goals and practices.

Facebook Means Business

A Facebook Page can be a new chapter in your marketing



You probably use Facebook in your personal life to connect with old friends, share news, or post photos of your kids. But, did you know that the functions you use within your Facebook Profile can also be used within a Facebook Page for your business? A Page is the “home base” from which many companies build relationships with customers and promote their products and services.

Using Facebook for business can be a smart move for several reasons: (1) it includes powerful tools to spread your brand and expand your online presence, (2) it's widely used and viral by nature, (3) your target market is easy to find, and (4) it's free.

Here's how Facebook Profile functions translate to Facebook Pages:

Home Page and Feed - When you create a Facebook Page for your business, you will be the administrator of that Page, but the home page and feed that you normally see will still be visible when you log in.

Timeline - Just like each Facebook Profile, each Page has a Timeline. You can post updates to the Timeline, and anyone who expresses an interest in your Page (by clicking “Like”) can also contribute. When an update is posted, anyone can “Like,” “Comment,” or “Share.”

Advertising - Ever notice how the ads you see on Facebook match the interests you've mentioned on your Profile? Facebook ads are designed to reach users who have listed keywords specified by the companies that place the ads. You can use this feature to your advantage when your business is the one placing the ad.

Applications - A wide variety of Facebook business apps make it possible to make phone calls, share slide presentations, upload videos, display blog posts, integrate ecommerce, and much more.

Using these functions, you can promote your business by delivering news, announcing events or special offers, running contests, posting videos, or initiating conversations.

Getting started takes only minutes. In the top right corner of your personal Facebook page, click the **down arrow**, select **Create Page**, and follow the directions from there.

LIKE RTC ON FACEBOOK

RTC's Facebook page is worth Liking and visiting often. There you'll find information about outages, new services, and current promotions, as well as the latest internet scams and hoaxes. Recent posts have highlighted RTC's new Instant Gigification service, RTC scholarships, and RTC employees. Here are some more examples of useful information we've shared:

- For National Random Acts of Kindness Day, we gave away 25 bill credits worth \$10 each to thank you for your support.
- Because unused files and programs can clog your computer's memory and slow down its operation, we reminded you to clean out your computer for National Clean Out Your Computer Day.
- We reminded everyone to stop by and see us at the Garrison Ag Show.
- During the holidays, we let you know that we were collecting gloves, mittens, and hats for the Warm Hands & Warm Hearts project.

We look forward to seeing you on Facebook!

“Like” us on Facebook
[www.facebook.com/
RTC.Voice.Data.Video](http://www.facebook.com/RTC.Voice.Data.Video)

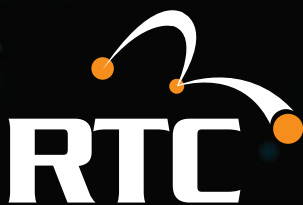


IT'S
INSTANT
GIGAFICATION
BABY

Gigabit Internet

No more loading or waiting—just pure Internet speed that's more than **100x faster** than what you're used to. This means, more streaming, more downloading, more entertainment.

Call RTC to see about getting 3 months of faster internet at the same price you pay today!



RTC.coop/gig
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Not available in all areas. Other limitations may apply.