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March 2016

"TAG specializes in providing management level responsibility for all the technology in your business. This includes support for your network and working with other hardware & software vendors who's technology you use."

We do this with friendly, proactive & responsive service!

Joe Stoll, President
Technical Action Group (TAG)



Relying On A Good Luck Charm?

While this newsletter reached your desk too late for this to tie in to St. Patrick's Day, the message resounds 12 months a year....

Carrying a four-leaf clover might work for leprechauns. But when it comes to Internet abuse by employees, you're gonna need more than sheer luck...

Did you know that...

- ⇒ 70% of all web traffic to Internet pornography sites occurs during the work hours of 9 a.m. – 5 p.m.
- ⇒ Non-work-related Internet surfing results in up to a 40% loss in productivity each year at American businesses.
- ⇒ According to a survey by International Data Corp (IDC), 30% to 40% of Internet access is spent on non-work-related browsing, and a staggering 60% of all online purchases are made during working hours.

The list goes on, and the costs to your company can be staggering.

What types of web sites present the greatest risk? Categories include abortion, alcohol, dating, death/gore, drugs, gambling, lingerie/swimsuits, mature, nudity, pornography, profanity, proxy, suicide, tobacco and weapons.

Risks these types of web sites expose your business to include malware, viruses, fraud, violence, lawsuits, loss of confidential and/or proprietary data and more. Even social sites, while perhaps not quite as risky, can have a major impact on productivity.



Barriers that once stood at the edges of your office network have been annihilated by digital media.

Web content filtering is now crucial to network security – not to mention employee productivity – in this emerging environment. It can be deployed in a number of ways, but basically they boil down to two: inline and endpoint filtering.

Inline Web Filtering One way to filter web content is to control it at the entry point or gateway to your network. This technique intercepts all web traffic and applies filters that allow or block web access requests. Because the entire network is filtered, no access to the user's device is required. With inline web filtering, there's no need to expend resources managing content at each endpoint – your employees and their computers, whether desktop or mobile. Inline filtering not only saves bandwidth, it goes a long way toward mitigating cyberthreats.

For securing activities that take place within your network, it's a critical and potent strategy.

Shiny New Gadget Of The Month:



New App Tames Expense Tracking

Business Travel and Entertainment is one of those expenses that can bleed cash from company coffers – IF you or your CFO don't keep an eagle eye on it. And no wonder: it often entails hand-entered data, widely disparate vendors, no real time reporting and, until now, an out-of-office transaction with no mobile reporting back to a central corporate database.

Enter Concur. This automated, mobile expense management system lets business travelers focus on their jobs while giving finance leaders complete and real-time visibility into spend. It automatically captures and categorizes company credit-card transactions, making it simple for traveling employees to review, reconcile and submit statements for approval. At the same time the immediate insight it provides helps you and your finance team stop bad spending decisions before they happen, manage budgets more effectively and drive better business performance. Learn more at Concur.com.

Yet, with the shift away from traditional office-bound work routines to a work-from-anywhere culture, the effectiveness of inline filtering has diminished. When employees access the web outside your network's gateways – via home networks, hotels, coffee shops, etc. – their devices become vulnerable to attack.

And any employee can carry an infected machine into and out of your company's building and network on any given day, exposing your entire office network to infections. And that's why so many companies are moving to endpoint-based web filtering to complement their inline filtering.

Endpoint-Based Web Filtering Endpoint-based filtering protects employee devices from infections, no matter where they connect to the web. Software at the endpoint – your employee's device – carries a predefined filtering policy from the central server that can be intranet-based or cloud-based.

The endpoint filter is then updated periodically from your company network or a central location on the internet. This method assures that web filtering is always active, no matter which gateway the machine connects through. The downside is that it must be rolled out and maintained at all endpoints.

That being said, one advantage of endpoint-based filtering is that it addresses stringent employee privacy regulations that are quickly becoming the norm in Europe and elsewhere around the world.

Because it keeps browsing-pattern information within the user's device, endpoint-based filtering provides a fairly non-intrusive way to handle employee privacy concerns.

And finally, while endpoint-based filtering really is the only way to protect a network without boundaries, as most companies now have, ideally it works hand in glove with inline filtering.

Forget the Charms – You Can Bet On This

We highly recommend rolling out not only inline and endpoint filtering, but also an effective training program for your staff to encourage best practices and assure compliance with your company's web security policies and procedures.

Want to make sure all gaps are sealed and you won't have to count on a four-leaf clover, a rabbit's foot or knocking on wood to keep your network secure? Contact Joe Stoll today at (416) 489-6312 x 204 or JStoll@TechnicalActionGroup.com for a customized Web Content Filtering

4 Phrases of Amazing Customer Service

Review and Analytical Report on your system.

Article provided by Mike Michalowicz.

I've grown my companies by focusing on great customer service. We didn't always have the biggest names in business working at the firm, and we sure couldn't always afford the flashiest equipment. What we did better than all our competitors was ensure that our customers were thrilled.

In fact, superlative customer service can be your very best (and cheapest!) form of marketing. Customers talk about their experiences, especially if those experiences are unexpectedly good. Sometimes even the most difficult situations can yield satisfied customers, depending on how you and your team handle the problems that arise. Even a failure to meet expectations can offer an opportunity for a great recovery and a happy customer.

Here are four phrases that will help you bring up the level of service your customers receive:

1. **"I don't know, but this is what I'm going to do."** You're not always going to have the answer to every question at your fingertips, and your customers will understand that. What they expect in exchange, though, is honesty and follow-up. The key here is to make a clear commit-

2. “I am very sorry.” When you or your company has made a mistake, the customer wants to hear you accept responsibility and apologize. Too many customer service reps have been trained not to accept responsibility, in some cases because they fear the legal record of having admitted failure. Realistically, though, the probability of a lawsuit is minimal, while the chance of losing a customer is virtually guaranteed. The apology is only a step, albeit an important one, and the goal is to turn the failure into a success by determining what your company can do to make it right.

3. “Yes.” “Yes” is what your customer wants to hear, and your goal should be to say that word whenever possible, even if – *especially* if – you’re working through a problem. Customers want progress. Say yes to reasonable requests as soon and as often as possible, and leave your customers pleasantly surprised at how easily the problem was resolved.

4. “Is there anything else I can do for you?” Here’s your perfect wrap-up. Not only does this question give your customer the opportunity to bring up additional concerns, but it also lets the customer feel like they’re in control. They can ask for additional information or they can thank you for your spectacular service.

Great customer service relies first and foremost on authenticity, and being trustworthy is the foundation. If your customers trust you to keep your word, then you’re more than halfway there. If your customers know they can rely on you, even if there’s a problem, that’s the rest of the journey.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford—a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC’s business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called “the next *E-Myth*!” For more information, visit <http://www.mikemichalowicz.com/>.

Is Google Siphoning Off Worker Productivity?

Your employees *may* be doing work-related searches online. Or they may be checking out a hot new vacation package, or the next episode of their favorite TV show. It’s tempting to think of personal browsing on company time as stealing from the company. Yet cracking down can backfire on you. Instead, focus on personal work outcomes. If employees get all their work done on schedule in spite of wasting half the day, it may be time to add more duties to their job descriptions. On the other hand, if productivity is in the pits, a focus on discipline rather than policing minute-by-minute activities will likely yield a greater payoff. **-Inc.com**

You, An “In-Box Zero” Hero!

E-mail management tool SaneBox makes it easy to keep your e-mail under control. It looks at your e-mail history when you first set it up and then drops only important e-mails into your SaneBox. E-mails from addresses you don’t normally mail to go into the “SaneLater” folder. You can drag e-mails you never want to see again into the “SaneBlackHole.” SaneBox is supersmart and doesn’t need training, but if you see an e-mail in SaneLater that you wanted to see now, just drag it into your in-box, and SaneBox will remember. It works with web mail as well as accounts hosted on IMAP and Exchange servers. You can try it free for 14 days at SaneBox.com.

Labrador Retriever Foster #3—Daisy!



This is my wife Sandra, with our sweet 3rd foster, Daisy. Daisy came to us after having been forced to live outside in the winter by her owners because she had a bit of a “dribbling” problem in the house.

Upon Daisy’s intake exam at the vet by the volunteers at Lab Adoption Service, it was found that Daisy had a severe urinary tract infection that was causing her dribbles, yet her previous owners couldn’t be bothered to diagnose, so they made her live outside.

Upon taking her home with us, we quickly learned that Daisy wanted to spend her time outside alone, in the cold, where she was used to living. Sandra would have none of that, so went to work doing what she does best.....spoiling our foster with love and devotion to show her that inside living with people, belly rubs, snuggling, and treats was a far superior life to spending it outside alone. Didn’t take long for Daisy to prefer the indoor winter life :-)

Also unknown to Daisy was doing her business on leash since she was used to living outside. After a bout a dozen cumulative hours training in the back yard, parks, and sidewalks, Sandra had her fully trained to do her doggy duties on leash! 3 weeks after we took her home as foster, her meds having cleared up her UTI, Daisy seamlessly integrated into her new forever home with a young couple in Hamilton, complete with a big sister Lab Abby!



Cloud Computing And Your Company: What You Need To Know:

Like it or not, cloud computing is coming to your industry. The question is, will you happily be an early adopter of this technology or be frozen by indecision?

Here are some answers to questions you may have about how to best take advantage of this relatively new and sometimes paralyzing technology.

Just what exactly is “the cloud”?

The cloud is simply storing and/or accessing data and programs over the Internet – rather than using a computer’s hard drive. Simply put, the cloud is a metaphor for the Internet. Due to increases in technology, the cloud is a super-efficient and reliable data processing, storage and delivery system. Note: Data in the cloud does ultimately reside on servers somewhere in the world.

Why migrate to the cloud?

The cloud can integrate online apps for marketing, human resources, customer service and more, enabling faster scaling, growth and flexibility for your organization.

As with your hydro bill, you pay only for the capacity you use, thus reducing your capital expenditures as well as ongoing expenses. It also allows instant access from any device and easy backup capabilities.

What about data security?

While there are risks in sending your data to the cloud, one way to protect it is to select a data security system that encrypts the data at the file level before it leaves your network.

So, is the cloud for you?

There’s a lot to like about the cloud, yet we’ve just scratched the surface in this article. If you have more questions or would like help putting together your cloud strategy, contact

Microsoft Outlook for iOS and Android—Worth a Try?

The new Outlook for iOS and Android connects e-mail accounts, calendars and files all in one place. So what’s the verdict from users? It gets mixed reviews, for an average of 3.5 out of 5 stars on Google Play.

On the plus side, it’s got a lean, easy-to-use UI. It sorts incoming e-mail by “Focus” and “Other” with an easy-to-use swipe gesture to move between the two. The scheduler uses color-coding and grays out info you don’t need. On the minus side, some users report syncing and sign-in errors and incompatibility with certain systems. Still, once the bugs are worked out, it’s certainly worth a test drive. -*Computer World*, 10.29.15

3 Bad High-Tech Habits to Break By Spring

Every business has habits worth getting rid of. As spring is on it’s way, we thought it a great time to point out some of the bad habits your business should break when the Spring Cleaning fever hits:

Bad Habit #1—Not Backing Up Your Data

Your backup solution should be easy to implement. It should work automatically so you don’t have to think about it. While the data on your computers or server is critically important to you, it’s not something you’re likely to think about until you need to restore it.

Bad Habit #2—Relying on Tape Drives To Back Up Your Data

Tape drives have a failure rate of nearly 100%. No, that’s not a typo. Almost 100% of the time, your tape backup will fail to restore your data. If you’d rather not gamble against the odds, a new backup solution is in order. It’s not a matter of “if” but “when” your tape drive is going to fail!

Bad Habit #3—Using Weak Passwords

Yeah, yeah, I’ve harped. But we keep seeing it with users creating easy to remember passwords that are inviting hackers! A good password should be at least 8 characters long and contain a combination of numbers, upper and lowercase letters. If you want an even stronger password (which we recommend), add a symbol or two like # or @. Use ‘3’ for the letter ‘e’ and \$ for the letter S.