



business connections

Get Help Making the Right Cellular Choices for You

Jefferson Telecom makes it easy for your business to stay connected using cutting-edge technology to keep everything running smoothly. As a U.S. Cellular agent for over 25 years, we offer a wide selection of the latest phones and accessories. Stop in today to get a Rate Plan Analysis completed. It will guide you to the most cost-efficient cellular plans and phones to meet the needs of your business today and tomorrow.



Business Connections
is a publication of:

Jefferson Telecom

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Business Solutions Team

For help with your communications challenges, call 515-386-4141, option #4 and ask to speak with a member of our Business Solutions Team.

Contact Us

Phone: 515-386-4141
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Office Hours: Mon: 9:00 am to 5:00 pm;
Tues-Fri: 8:00 am to 5:00 pm;
Sat: 9:00 am to noon

Jefferson
TELECOM
Technology People Talk About

Business Spotlight on a Jefferson Telecom Customer



Wahl-McAtee Tire & Service is a Family Tradition

In 1966, Dean McAtee and three employees opened the first McAtee Tire store in Jefferson. Since then, this family owned and operated business has grown to also include locations in Atlantic, Marshalltown, and Rockwell City. It's a certified dealer of Goodyear, Dunlop, and Kelly tires and stocks tires for cars, trucks, vans, and more. It also offers a full range of auto services.

Dean McAtee's grandson Mike Wahl and his wife Miranda Wahl bought the Jefferson store in July 2016. Last February, they moved the business from West McKinley Street to a much larger building on Highway 4. In addition to changing the address, the couple also changed the name to Wahl-McAtee Tire & Service — to both honor the family's history and mark the start of a new chapter.

Wahl-McAtee Tire & Service stays connected to customers and suppliers with help from Jefferson Telecom. The store recently upgraded to a 25 Mbps/5 Mbps Internet plan and uses our hosted PBX phone system featuring customized on-hold messaging, auto attendant, music on hold, paging, long distance, and voice mail to email.

"Our new hosted PBX phone system runs over the Internet instead of a phone line, and it's been a breeze to use now that we've figured out all the features. Our previous phone system was outdated and had a lot more restrictions with call forwarding," says Miranda Wahl.

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Business Spotlight on a Jefferson Telecom Customer *(continued from page 1)*

Wahl-McAtee Tire & Service

She adds, “We’ve been happy with the service we’ve received from Jefferson Telecom. When we’ve had issues, the staff at Jefferson Telecom has been able to help us out.”

In addition to partnering on communications services, Wahl-McAtee Tire & Service and Jefferson Telecom also share the experience of being family businesses. Wahl-McAtee Tire & Service is a third-generation business; Jefferson Telecom is a fifth-generation one.

Jim Daubendiek, General Manager of Jefferson Telecom, notes, “As a family business, we care deeply about our customers and our community. Our customers are our friends, our neighbors, and we try everyday to treat our customers like family. The Daubendiek family takes great pride in the local area we serve, and we look forward to Jefferson Telecom bringing the latest technology upgrades to our customers.”

L-R: Kelly Murphy,
Jefferson Telecom
Communications
Technician and
Mike Wahl,
Wahl-McAtee Owner



Miranda Wahl sees the similarities between the two businesses and says, “Just like us, Jefferson Telecom always provides great customer service. Their employees are friendly, and they try to get our questions answered as quickly as possible.”

Check Out These Resources to Simplify Your Workdays

There’s an abundance of technology out there to help you work smarter and more efficiently. Why not use it to your advantage? For example, the staff at Jefferson Telecom frequently uses and highly recommends Dropbox and MailChimp.

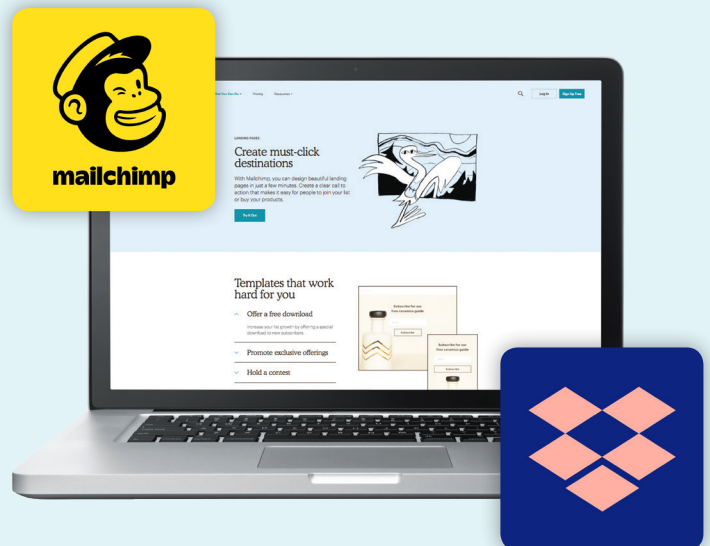
Dropbox ensures smooth delivery and storage of important documents.

Boasting 4.5+ billion connections and 300,000 businesses, Dropbox is the most popular platform on which to store and share files on the cloud. It’s especially useful for businesses that need a reliable way to share information with telecommuters.

Dropbox offers flexible storage plans, file and version recovery, team folder manager, and many other features to help you work more efficiently and securely. Visit www.dropbox.com to learn more and start a free trial.

MailChimp helps you grow your business through email marketing campaigns. This tool helps you build and manage your mailing lists and easily create and send emails to customers and prospects. You can also build and customize email templates and view performance reports about your emails in order to send the most relevant and effective content.

What’s more, you don’t have to be a designer or tech whiz to use Mailchimp. The design tools make it easy to create sophisticated campaigns that shine a light on the best of your business. You can sign up for free at mailchimp.com.



If you’re using an app or website that’s helping your business do more in less time, please share it with us at info@jeffersonsatelecom.com. We may feature your go-to resource in our next issue of *Business Connections*.

How Much Internet Speed Do We Need?

Jefferson Telecom hears this question frequently from our business customers, and there's no single right answer. For some small businesses, a download speed of up to 25 Mbps may work fine. Larger businesses with many devices and data-intensive applications may need a download speed of 250 Mbps for optimal performance.

To select the right internet speed for your business, it's important to consider these factors:

- **How many devices are using your internet service?** Add up all the desktop computers, tablets, smart-phones, Point of Sale (POS) terminals, security systems, and other internet-connected devices at your business location. Remember to also include devices used by visitors and customers on your Wi-Fi network, if applicable. The more devices you have, the more speed you need.
- **How do your employees use the internet?** If your employees' online activities consist mainly of email, web browsing, and POS terminals, then a moderate internet speed may suffice. However, if you have many employees simultaneously streaming HD video, engaging in video conferences, uploading and downloading large files, and using cloud-based applications and storage, then your business may be a candidate for upper-level speeds.
- **What are your performance requirements?** Think about the impact to your business if your internet service were to slow down from heavy use on insufficient bandwidth. Would your employees be able to do their jobs? Would customer service be adversely affected? It's important to equip your business with plenty of internet speed for your current usage and upgrade your plan as your needs grow.

If you want to discuss an internet speed upgrade for your business, call Jefferson Telecom at 515-386-4141, option #4.



Why Do Hackers Target Small Businesses?

Are you surprised by the question posed in this article's headline? Are you one of the many small businesses under the mistaken impression that hackers are only interested in stealing data from big corporations like retail chains? Do you think you don't really have data worth stealing?

Actually, small businesses fall into a "sweet spot" for hackers—they have more digital assets to target than an individual consumer but less security in place than an enterprise business. Small businesses tend to be less consciously aware of their risk for cyberattacks and therefore don't allocate enough time and money for cybersecurity measures.

You can help your business by providing security awareness training. Educating employees on how to recognize and avoid suspicious emails and activities is one of the best ways to defend against cyberattacks and threats.

Request FREE online IT Security training for your staff today through our friends at Oxen Technology at oxen.tech/security-training. Act now—seats are limited!

Online Reviews are Big Factor in Consumer Choices



More people are looking for consumer-generated online reviews than ever, according to BrightLocal's 2017 Local Consumer Review Survey.¹ Consumers are becoming more review-savvy, preferring businesses that receive high volumes of high-scoring reviews on a regular basis.

Key findings of this survey include:

- 97% of consumers looked online for local businesses in 2017, with 12% looking for a local business online every day.
- 85% of consumers trust online reviews as much as personal recommendations.
- Responding to reviews is important, with 30% naming this as key when judging local businesses.
- 68% of consumers left a local business review when asked, with 74% having been asked for their feedback.
- Yelp and Facebook are local consumers' most trusted review sites, followed by Google and BBB.org.
- Consumers read an average of seven reviews before trusting a business.

The takeaway from all this is to give your customers plenty of reasons to be pleased with your products and services, encourage them to post feedback, and respond to this feedback whether positive or negative.

¹Source: www.brightlocal.com/learn/local-consumer-review-survey



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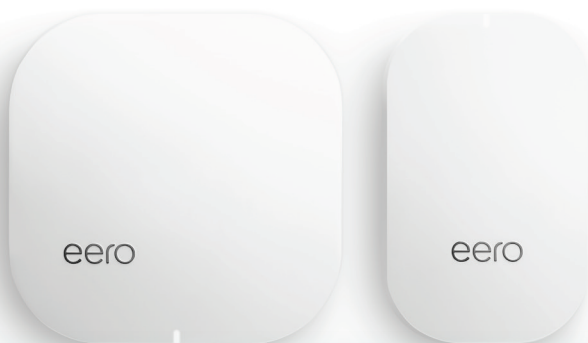
515-386-4141



Win Donuts Delivered by Us!

Jefferson Telecom will personally deliver donuts from Bunkers Dunkers by Matt to one local business that enters this delicious drawing! Call 515-386-3020 by November 30 and leave a message with your company name, a contact name, and a phone number.

Happy Wi-Fi. Happy Life.



The eero system replaces your router and blankets your small business in fast, reliable Wi-Fi.

It's not you, it's your router.

Dead spots, buffering, endless reboots? These are all symptoms of traditional routers and range extenders, and why it can be so tough to work in every area of your business.

You need a system that works.

By using multiple access points and TrueMesh technology, eero covers every nook and cranny of your business in powerful and reliable Wi-Fi. It provides a consistently strong signal everywhere you need it.

Do you have more questions about improving your Wi-Fi in your place of business? Call 515-386-4141, option #4 and ask to speak with Duane today.