

BUSINESS

# connections

## Yandow Sales & Service Treats Customers Like Family





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# BUSINESS connections

Even in our high-tech world, people still want good old-fashioned, personal service. I know I'm pleasantly surprised to reach a human being on the other end of the line instead of a recording. I also greatly appreciate the local business owner or store clerk who actually takes the time to assist me when necessary and look high and low to find whatever I need.

At Waitsfield and Champlain Valley Telecom, we believe communications technology is best used to strengthen personal relationships and increase connections. This September issue of *Business Connections* begins with a **Business Spotlight on Yandow Sales & Service** in North Ferrisburg, a John Deere dealership that knows how to treat its customers well. Stop by and you'll get plenty of personal attention, supported by Internet and phone services behind the scenes from Waitsfield and Champlain Valley Telecom.

Also in this issue, you'll find tips to help you take control of technology and not vice versa. On page 4, **How to Manage Your Spam Your Way** provides answers to frequently asked questions about GreyMail. On page 5, learn to **Get Down to Business on YouTube** and give your customers the personal touch of video messages. Then on page 6, check out the flexibility offered by **Accession Communicator Mobile**.

One of our favorite ways to stay close to customers and neighbors is at community events, and you can read about recent activities on page 7.

Good old-fashioned personal service seems to be "in" again. Of course, we've always believed in it here at Waitsfield and Champlain Valley Telecom. Give us a call when you need communications advice or ideas.

Sincerely,

Gregg Haskin  
President & CEO

Waitsfield and Champlain Valley Telecom



# Yandow Sales & Service

*This family-owned John Deere dealership treats customers like family*



For more than 90 years, the Champlain Valley's farmers, homeowners, landscapers, and adventurers have come to Yandow Sales & Service in North Ferrisburg for John Deere equipment. But they've come for something else as well—the Yandow family's famous customer service.

## An Open Door Policy

Owner Richard Yandow explains, "We're extremely busy at Yandow Sales & Service and our high level of customer satisfaction is the reason why. Customers come here instead of the competition because of how well we treat them. For example, when customers walk in, they're greeted personally and receive all the one-on-one help they want."

Yandow's wife, son, and grandson also work at this family-owned business. He notes, "The vast majority of our customers feel a closeness with our family and our other employees. They know I have an open door policy. I tell people, 'I'm available. Here's my cell phone number and home number. When you need something, let me know and we'll work it out.'"

Yandow Sales & Service is the only independent John Deere dealership in Vermont, and also stands out for another reason. "John Deere does surveys, and last I knew, we were above everybody else in customer satisfaction scores," Yandow says. Open six days a week, Yandow Sales & Service offers a complete line of John Deere equipment including lawn tractors, compact utility tractors, Gators, and commercial products. Also available are Stihl portable power equipment and accessories.

## Fiber, Phones, and Friends

In 1971, Yandow Sales & Service became a customer of Waitsfield and Champlain Valley Telecom. The dealership currently uses

high-speed Internet service and four voice lines, and will be upgraded soon to fiber-optics. Kris Merchant, Sales Manager of Waitsfield and Champlain Valley Telecom, notes, "With our fiber, they'll be able to enjoy significantly faster Internet, plus better Wi-Fi performance. Yandow Sales & Service is also a great candidate for our Hosted IP phone service, and we're discussing that upgrade with them now."

***We believe in giving great service and attention to our customers, and that's exactly how Waitsfield treats us."***

— RICHARD YANDOW, OWNER, YANDOW SALES & SERVICE

The long working relationship between Yandow Sales & Service and Waitsfield and Champlain Valley Telecom is a strong one, rooted in similar values. Yandow explains, "We believe in giving great service and attention to our customers, and that's exactly how Waitsfield treats us. The employees at Waitsfield are always on the ball!"

He adds, "Another communications provider has been chewing on the doorknobs for months to try and get our business. They were driving me nuts. They actually started to bring wiring to our building without my permission. I said, 'Whoa! Stop that. We're sticking with Waitsfield and Champlain Valley Telecom.'"



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# How to Manage Your Spam Your Way

## Answers to frequently asked questions about GreyMail

Now that Green Mountain Access has migrated your email account to our new Zimbra email platform, your spam is being managed outside of your email box by GreyMail. You are in control with GreyMail and can customize your settings to fit your spam preferences.

We've received questions from some customers about how GreyMail works, so we're answering them here to make things easier for everyone.

### How do I check my spam for my email account?

You'll receive a Daily Digest email once a day with a summary of your spam and a link to access it. You can also login to your account at any time to check your spam or manage your spam settings. (See the next question for instructions.)

### How do I manually check my spam or manage my spam settings?

There are three ways to access your settings:

- Go to <https://greymail.redcondor.net/console>
- From the Daily Digest email, click on the My Account link.
- From the webmail login page, click on the GO TO SPAM button.

### How long does my spam remain in GreyMail

It remains for 35 days. After that, it's automatically deleted.

### How can I change the frequency of my Daily Digest email?

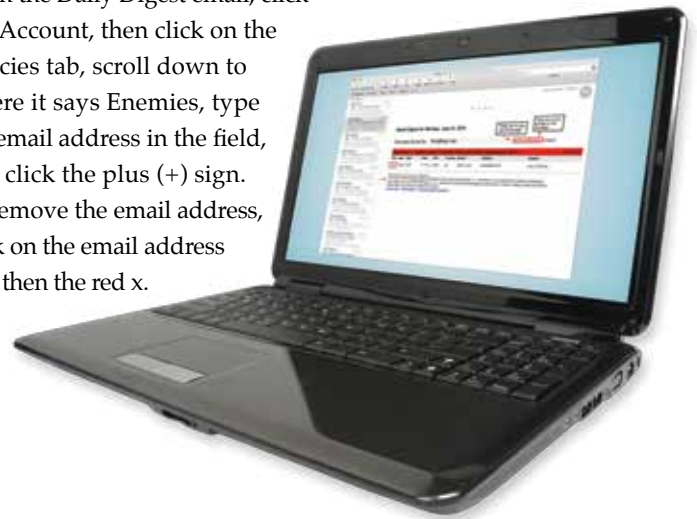
The digest delivery frequency can be set to daily, weekly, monthly, or never. By default, the Daily Digest is sent out daily. Once you're logged into the GreyMail interface, click the Settings tab and choose your preferred notification option.

### How do I release an email that is quarantined, but is not spam?

From the Daily Digest, highlight the message and simply click the View button. Once you have clicked View, you will see options displayed at the bottom. Click the Messages tab, highlight the message you want, then click Release. That message will be forwarded to your inbox.

### How can I block certain emails from coming to my inbox?

From the Daily Digest email, click My Account, then click on the Policies tab, scroll down to where it says Enemies, type the email address in the field, and click the plus (+) sign. To remove the email address, click on the email address and then the red x.



### How can I make sure I always receive emails from a specific sender?

From the Daily Digest email, click on My Account, click on the Policies tab, scroll down to where it says Friends, type the email address in the field, and click the plus (+) sign. To remove the email address, click on the address and then the red x.

### How does GreyMail identify potential spam?

Identifying spam is a fluid process. No system is perfect as spammers are constantly refining their techniques to get around spam filters. GreyMail identifies suspected spam based on a combination of techniques including virus detection, blacklists, message rate throttling, reputation scores, graphic image analysis, pattern rules, and string-based text rules.

**Have other questions? Give us a call at 888-321-0815.**

# Get Down to Business on YOUTUBE

*Online videos help customers find you and better understand your products*



In the 10 years it's been around, YouTube has become much more than just an online entertainment phenomenon. The popular video site is now being used successfully by many businesses for a variety of marketing, customer service, recruiting, and training activities.

Why are businesses turning to YouTube? One reason is that when you upload a video, you put your business in a position to be found by customers; the search potential for YouTube approaches that of Google. Online videos can also help build trust with your customers by matching a friendly face with your brand and giving you the chance to do product demonstrations.

**How could your business use YouTube? Consider these ideas:**

## Video Marketing

Use this method for engaging potential customers when words alone don't do the trick. Provide details about your products and show how they're used. Or, do something completely unexpected that's likely to go viral.

## Product Information

For customers who are already doing business with you, videos are a great way to keep them happy. Provide step-by-step product instructions that will help them use your products.

## FAQs

While Frequently Asked Questions (FAQs) can be written, why not take it a step further and provide a personal touch? As with product information, you can demonstrate some things much more easily using video.

## Recruiting

Consider creating a series of recruiting videos that show your various departments, give a tour of the facility, and talk about

company values and expectations. Upon applying for work, potential candidates will feel more comfortable if they have already gotten to know you online.

## News

Tired of the media chopping and slicing your well-crafted news releases? How about releasing them on video? Record a prominent company representative broadcasting your news item.

## Training

Rather than always spending money for employees to travel to training sessions, create videos to disseminate some of the information.

## Testimonials

What's better than a potential customer reading about a raving fan? A potential customer seeing that raving fan! A video can bring a customer testimonial to life.



**For best results with online videos, keep these guidelines in mind:**

- To avoid "gobbling up" company bandwidth, reserve a channel on YouTube and use it to store your videos.
- For search engine optimization, enter a title, description, and tags when you upload each video.
- Try to keep the length of each video to less than two minutes.
- Promote videos within your other online communities, such as your blog, Facebook, and Twitter.

Finally, don't make this harder than it needs to be. Your video doesn't have to be a polished production, and uploading to YouTube is free and easy to do. Give it a try and put your communications plan in motion.

# Accession Communicator Mobile

Take your office anywhere with this app

Today's business world is increasingly mobile and can make demands on you around the clock. Since you don't just work at the office anymore, why should your office phone service? That's why Waitsfield and Champlain Valley Telecom offers Accession Communicator Mobile.

This app turns your smartphone or tablet into a portable extension of your office phone service. When callers use your business phone number, you can answer those calls regardless of where you are or what device you have handy—but only if you want to be reached. It's entirely your decision. With Accession Communicator Mobile, you don't have to give out your personal phone numbers in order to be reachable when you're away from the office.



For even more flexibility, Accession Communicator Mobile also allows you to connect to your home phone service and receive those calls remotely using your smartphone or tablet.

## Save Time Do More

These are just a few of the things you can do with Accession Communicator on your mobile phone, tablet, or desktop PC when it is paired with your WCVT phone service:

- **Call from anywhere.** Make and receive calls on your mobile as though you were at your home or office.
- **Choose who sees your mobile number.** With single number convenience, the person you call will see your WCVT phone number instead of your mobile number.
- **Receive calls on any device.** When someone calls your primary number, the call will appear on one or more of the devices that you've set up. This can include your desk phone, mobile phone, PC or Mac, and tablet devices. You answer the call on whichever device is most convenient for you.
- **Save your mobile minutes.** Start a call on Wi-Fi; switch it to cellular if you move out of Wi-Fi coverage.
- **Control incoming calls.** Accession Communicator Mobile allows you to determine how you can be, or want to be, reached at anytime.

## Easy Setup

It's easy to download and install the app on your smartphone, tablet, PC, or Mac. Accession Communicator for Mobile works on these devices:

- **iPhone** - 3GS or newer running iOS 5.0 or above. Bluetooth headsets supported.
- **iPad** - Version 2 or newer recommended for video.
- **Android OS** - V2.3.3 and above.

To learn more about what Accession can do for your business, contact:



**Kris Merchant**

Business Account Executive

802-496-8554

kmerchant@wcv.com

## WCVT in the Community

*Being a local business means that our customers are also our neighbors and friends. Waitsfield and Champlain Valley Telecom feels strongly that community involvement isn't just a nice thing to do; it's the right thing to do. Here are some highlights of recent activities:*

### WCVT Announces Scholarship Recipients

WCVT is pleased to announce the recipients of the 2015 Eunice B. Farr Incentive Award scholarships. The scholarships are donated in memory of the late Eunice B. Farr, former owner and operator of the Waitsfield-Fayston Telephone Company and the grandmother of Gregg Haskin, current President/CEO. The award benefits hardworking graduates who demonstrate a sincere effort to improve grades and plan on continuing their education. A total of six scholarships were granted to high schools in our service area. This year's recipients were:

- **Champlain Valley Union High School** – Bronwen Hopwood, Hinesburg
- **Harwood Union High School** – Charlotte Caffry Randall, Waitsfield
- **Mount Abraham Union High School** – Nicholas Myers, New Haven
- **Mount Mansfield Union High School** – Kelsey Carrier, Jericho
- **Middlebury Union High School** – Justin Stone, Middlebury
- **Vergennes High School** – Stephanie Praamsma, Vergennes

"We wish these motivated students the best of luck in their future endeavors," says Gregg Haskin, President and CEO of Waitsfield and Champlain Valley Telecom.

### A Tribute to Eleanor Haskin at Relay for Life

On June 19, attendees at the Opening Ceremonies of the American Cancer Society's Relay for Life of Central Vermont were given a chance to get to know Eleanor Haskin, who passed away on May 3, 2015. Tammy Field, a 25-year employee of WCVT and good friend of Eleanor Haskin, delivered the opening remarks in honor of Eleanor. Cancer impacted the Haskin family in many ways. Eleanor had uterine cancer in her early years, and her husband Dana was inflicted with colon cancer and melanoma. Susan Simms, daughter of Eleanor and Dana, passed away in 2003 after a seven-year struggle with breast cancer. Eleanor was a very special person that touched many people throughout her lifetime with her generosity, caring nature, strength, and ability to overcome obstacles. In addition to other charities, Eleanor was a long-time supporter of the American Cancer Society's efforts to raise awareness and funds to help those impacted by this disease.



*WCVT presents a check for \$5,355.00 to the American Cancer Society from donations collected in honor of the late Eleanor Haskin.*

### WELCOME NEW BUSINESSES

When you buy local, everyone benefits. Please support the community by doing business with these new neighbors.

**A to Z Embroidery**  
Hinesburg - 482-7802

**Acorn Painting**  
Bristol - 453-5611

**Alpine Construction**  
Waitsfield - 496-9450

**Don Weston Excavating**  
Bristol - 453-2935

**Elderflower Farm**  
Charlotte - 425-4226

**Green Mountain Coral**  
Richmond - 434-5465

**Hatch 31**  
Bristol - 453-2774

**IAB International**  
Monkton - 482-2012

**Industrial Four**  
Richmond - 434-4292

**Murray & Masterson Environmental Services**  
Bristol - 453-5100

**Patches Green Clean Service**  
St. George - 482-7736

**Peckham**  
Bridport - 758-6874

**Second Act Transition Service**  
Richmond - 434-5507

**Stone Corral Brewery**  
Richmond - 434-5787

**SunEdison**  
Waitsfield - 496-7204

**The Lawrence House**  
Bristol - 453-5709

**822 Weddings**  
Waitsfield - 496-6743



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