



# COMPUTER DEPOT INC.

## BUSINESS SOLUTIONS

### Tech Bits and Bytes to Help You with Your Business

Computer Depot Inc. Business Solutions Newsletter

September 2021



Thomas Hill, President & Founder

*"As a fellow business owner, I appreciate just how costly and stressful technology issues can be. Whether it's attacks or downtime, interruptions will undermine your productivity, hurt your reputation and damage your bottom line."*



## Making & Keeping Customer Connections In A Digital Era

By Leah Tobak

Make the value that you give your customers so high it doesn't matter what the price is. Based on the experiences your brand consistently delivers, your customers should have no idea what your competition charges. Right now, more than ever, you probably don't need to raise your prices. You need to bring value and better service. This may include some employee training - and being sure they understand how to build and keep relationships. Do not assume your team knows what it takes.

### 3 Strategies To Dominate The Relationship Economy

- Use technology to allow employees to focus on what's most important: building relationships that result in higher customer loyalty.
- Build a culture that creates emotional connections with your employees.
- Create relationship-building training for new and existing employees.

### Things That CAN Be Trained:

- Authenticity
- Insatiable curiosity
- Incredible empathy
- Great listening skills

### The 1 Thing That CANNOT Be Trained:

- The ability to love people

Let's focus on what **can** be trained and what these traits look like.

### Authenticity:

- You love what you do, and it's obvious.
- You're transparent - if you have bad news, don't hold it back.
- You are as committed to the success of your customer as they are.
- You know your clients' top three goals for the year.
- Your customer should not be able to imagine a world without your business in it.



**TRIVIA**

**CONGRATULATIONS**  
**Shari Maynard**  
of  
**Owens Metal Works, Inc**

Who knew that  
**The Olympic MEDALS**  
were made from 80K tons of  
recycled electronics, mostly  
old cell phones.

**TURN TO PAGE 2 FOR  
THIS MONTHS TRIVIA**

➔

**Insatiable Curiosity:**

- You're dying to learn about others.
- You want to know about both familiar and unfamiliar subjects.
- You're willing to meet as strangers but leave as friends.



**Incredible Empathy:**

- You look at things from the customer's perspective.
- You put yourself in your customer's shoes.
- You listen and think from the other person's point of view, allowing their message to become much clearer.
- You're wary of empathy fatigue and able to reset yourself.

- You don't defend questions and instead explore new ones.
- You bounce questions back.
- You fight the urge to reply before you finish listening.

Every employee should possess these four traits, and you should be willing to train your team to deliver on these traits. When you successfully bring these four elements together, you are set up for success and have the foundation to build and maintain strong relationships with your customers.

**Great Listening:**

- You give them fierce attention.
- You ask a question and then more questions.



*Leah Tobak is a Project Manager with Petra Coach. With a background in public relations and marketing, she's done a lot of work building relationships with customers and prospective customers. Outside of the corporate landscape, Leah is an international model and is known for her work in front of the camera.*

**Alert: Older Kindles to go Offline**

Kindle e-readers with built-in 3G connectivity will start to lose their ability to connect to the internet in December. Amazon announced the change as mobile carriers upgrade their networks to newer 4G and 5G technology. Kindles with built-in WiFi capabilities will still be able to connect to the

internet wirelessly, but older Kindles that only connect via 3G will not be able to connect at all. These users can still download and read new books until December. All materials will remain accessible even after those devices lose connectivity, but users will not be able to download any new content.

*"The guys at Computer Depot Business explained everything in terms we could understand while being the professionals we needed!"*



**David Williams  
Fountain City Church**

**Worlds First Computer Bug**

On September 9, 1947, a team of computer scientists and engineers reported the world's first computer bug. A bug is a flaw or glitch in a system. Thomas Edison reported "bugs" in his designs as early as the 1800s, but this was the first bug identified in a computer. Today, software bugs can impact the functioning, safety, and security of computer operating systems. "Debugging" and bug management are important parts of the computer science industry.



This bug, however, was literally a bug. "First actual case of bug being found," one of the team members wrote in the logbook. The team at Harvard University in Cambridge, found that their computer, the Mark II, was delivering consistent errors. When they opened the computer's hardware, they found ... a moth. The trapped insect had disrupted the electronics of the computer.

**2 Ways You Can Use Data To Improve Your Business**

Do you make data-driven decisions? A survey by Mention, a social media and brand monitoring company, showed that less than 15% of businesses rely on data for day-to-day operations. The reason is that many businesses don't know how to use it. Here's how to fix that:

**Organize your data.** You need metrics on customers, sales, website hits, phone calls received, etc. If you're using point-of-sale or customer relationship management software, you may have access to large amounts of data. Probably more than you think. Catalog and categorize your data - don't just let it collect without doing anything about it. Organized data is useful data. What numbers do you need to see weekly or at least quarterly to really know the health of your company?



**Collaborate with your team.** When you have access to numbers and stats, work with your team to analyze and document. You may need to invest in training to make sure your team is up to speed on how to access and use the data. When everyone is on the same page, you can get the most out of the data you've collected - and start to make data-driven decisions.

## List of Services

Contact us anytime for  
all of your IT needs!

### Computer Depot, Inc BUSINESS SOLUTIONS

Phone: (865) 909-7606

thill@ComputerDepotOnline.com

- Flat Rate IT Support
- 24/7x365 Network Monitoring
- Secure Email Access from any web browser
- Anti-Virus, Anti Spam Spyware Protection
- Business Phone / Communications Systems
- HIPAA Compliance Service
- Data Back-Up Service
- 24x7 Help Desk
- Online Training
- Encrypted VPN Solutions
- Office 365

### We are Partners with:

- Lenovo
- Microsoft Certified
- Sophos
- Intel Technologies
- HIPPA Secure Now
- Seagate Certified
- Xerox Business

This Month's

## TRIVIA

According to one major retailer, when a storm threatens, the sale of these increases seven times?

What might it be?

Email your answer to  
RHill@ComputerDepotOnline.com

### Parental Tweets

When a kid asks a sibling to play a game of tag, they're basically asking if their sibling wants to take a jog that ends in a fight.  
@ParentNormal

My daughter's new favorite game is called "walk around the table together." It's about as exciting as you're imagining.  
@Average\_Dad1

Parents today:  
Text me when you get there, text me the names of the kids who are there, text me when you're coming home.

Parents in the 80s:  
Bye.

@Social\_Mime



## September is National Emergency Preparedness Month

What you don't Know CAN hurt you and what you do Know may just help save you.

No part of the country is immune to natural or man-made disasters and there are a few basics that everyone should be aware of to prepare for disaster.

During September, national, state, and local agencies are encouraging Americans to prepare for disasters of all kinds. According to (FEMA), engaging citizens in disaster preparedness is a critical first step in response and recovery efforts.

- **Know** when to stay and when to go.
- **Know**, if you need to leave, where you can go and how you will get there.
- **Know** where your important documents are. Keep them in one safe place ready to take with you. These include copies of insurance policies, identification, and bank account numbers. Use a waterproof container and include some cash.
- **Know** the basics of survival: water, food, clean air, and warmth.
- **Know** how much water and non-perishable food your family will need to stay in place without power for at least three or four days. Always have extra batteries for portable radios. Also, have a backup battery for cellphones.

For a more thorough list download TEMA's ReadyTN smartphone app at <http://tn.gov/tema/section/ready-tn>.



## Building A Virtual Team

As many businesses found out this past year and a half, miscommunications happen all the time when any part of the team is working virtually or apart. Since most communication is nonverbal, things can easily get lost in translation when just chatting through a message board. Nevertheless, there are a few key ways that businesses can build a great team through improved communication.

### Create Spaces For Personal Stories.

Whether this looks like a group call or a virtual "coffee break," talking about your

personal life will help you build trust with your fellow team members. At Computer Depot Business, we use a channel called "My Life." It's how we keep up with Melissa's chickens or what ridiculous piece of meat Brandon is smokin on the grill this weekend, or who's kid (it's always Wes's kids) championed in their sports.

**Make Communication Simple.** Make sure the channels are clear, and used correctly. If everyone knows where to find alerts or instructions for their workload, how to address issues to the right person, then miscommunications will be kept to a minimum.

**Set Clear, Attainable Goals.** When something needs to get done, don't make general statements about how you'll get there. Tasks must have dates, times and specific steps for getting the task done.

By following these three general guidelines, you can have a well-oiled virtual team to be proud of. If you need a business phone /communication system that allows your team to be a better team, we've got a great one. Features like phone, chat, video conferencing, file sharing, and all in of app helps your team be more productive and efficient. To det up a free demo call us today at 865-909-7606.



PLACE  
STAMP

September 2021



## Look What's Inside...

- Can Growing Companies Really Afford Access To ALL The Tools Necessary To Protect Their Data?
- Build Your Team Even When You're Not All Together
- Hurry-You could WIN this month's Trivia and this 
- Football 2021
- Worlds First Computer Bug
- September is National Emergency Preparedness Month



COMPUTER DEPOT BUSINESS SOLUTIONS - WE ARE BIG TECHNOLOGY FOR YOUR GLITCH-FREE SMALL BUSINESS

# FOOTBALL TIME IN TN

## 2021 TENNESSEE FOOTBALL SCHEDULE

|  |  |  |  |
|--|--|--|--|
|  <b>SEP 4</b><br>KNOXVILLE, TN |  <b>SEP 11</b><br>KNOXVILLE, TN |  <b>SEP 18</b><br>KNOXVILLE, TN |  <b>SEP 25</b><br>KNOXVILLE, TN |
|  <b>OCT 2</b><br>KNOXVILLE, TN |  <b>OCT 9</b><br>KNOXVILLE, TN  |  <b>OCT 16</b><br>KNOXVILLE, TN |  <b>OCT 23</b><br>KNOXVILLE, TN |
|  <b>NOV 6</b><br>KNOXVILLE, TN |  <b>NOV 13</b><br>KNOXVILLE, TN |  <b>NOV 20</b><br>KNOXVILLE, TN |  <b>NOV 27</b><br>KNOXVILLE, TN |

### Contact Us

## Computer Depot Business Solutions

For over two decades, proudly  
Serving Knox and Sevier Counties

5416 S Middlebrook Pike  
Knoxville, TN 37921

Phone: (865) 692-4247

or

10721 Chapman Hwy  
Seymour, TN 37865

Phone: (865) 577-4775

Email: [thill@ComputerDepotOnline.com](mailto:thill@ComputerDepotOnline.com)

Visit us on the web at

[www.ComputerDepotBusiness.com](http://www.ComputerDepotBusiness.com)