

Subject: AmeriNews Newsletter December 2014
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AmeriNews Newsletter December 2014



Seasons Greetings from your friends at AmeriWeb Hosting

WEB NEWS

Every year we give away something free at the end of the year

This year it is useful and/or fun links that we have collected during the past 12 months. Feel free to check them out but remember they tend to be addicting. You have been warned!

Business Related

- www.time.gov/ - Correct time furnished by the federal atomic time
- downforeveryoneorjustme.com - Ever wonder if your site was down, or if your computer is just malfunctioning? Check it
- nomorobo.com - Filters your phone callers and hangs up on robocallers. Does not affect regular calls and is free

Not Business Related

- flightradar24.com - Track all the flights over your head or for any area on the planet
- deadmansswitch.net - have emails sent out to people you choose when you die
- keybr.com - practice your touch typing on-line
- couchsurfing.org - crash on someone's couch anywhere in the world
- wakerupper.com - send yourself a wake up call

MARKETING

Deliver a positive customer experience

About 70% of customers say that a positive experience would make them loyal to a company and likely to recommend the company to others, a recent NewVoiceMedia study found.

Delivering a positive experience isn't be too hard, either, considering customers cited having a "positive" experience with businesses they work with. Still, they didn't cite having "exceptional," "beyond my expectations" or "extraordinary" experiences.

The bottom line is: Customers want their



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expectations met, and they'll remain loyal for it.

To boost loyalty, use these phrases, which create fast satisfaction:



- "Tell me what I can do for you today." It's more intimate than, "How can I help you?" and suggests you aren't just anticipating what they want. Instead, you're inviting them to tell you.
- "I take full responsibility." If you (or the organization) made a mistake, it's expected. But if you didn't make the mistake, it's still important to say it in the context that you'll take full responsibility for the desired solution.
- "I will keep you updated." In this case, the action is more important than the words. Let customers know the intervals at which you'll update them — and then do it. For instance, "I'll contact you by 4 p.m. every day until the repair is finished."
- "Let me find out for you." It's the ideal thing to say when you don't know the answer to their queries immediately. You're setting a realistic expectation for a reliable response.
- "I have a solution for that." It gives immediate reassurance that customers have reached someone who can and will help.
- "Contact me directly at ... when you need something." Nothing builds loyalty like the feeling of a personal, inside track to help.
- "I appreciate your business." Merely thanking customers for contacting you and ordering or reporting a problem doesn't convey how important customers are to the organizations. Remind them that you want them to remain loyal.

HOW TO

Useful BILLING Information for our clients

When preparing your taxes after Dec 31, you can get a current statement for your account with AmeriWeb Hosting by logging in to your account page. Simply go to <http://ameriwebhosting.com/accounting/clientarea.php> and log in with your account login and password. If you don't remember it, it is on your Welcome Email, sent when you first signed up with us. If you don't have it, just drop us a quick message and we will resend it to you.

The account page will show all services you have with us plus all bills and payments made. Perfect proof for the tax man!

Ask A Tech

Q: I would like to add an email address for my web site but do not have access to my control panel. What do I do?

A: *There are several ways to go. Send me a request and I will email you your cPanel login information. From there, click on email. Adding a new email is a simple process. OR, if you won't need cPanel access in the future, just send me the email and password you seek and I will create it for you.*



Q: Some of my outgoing email is bouncing back to me undelivered. What is wrong?

A: *We have noticed an uptick in rejected emails recently. Typically it is any one of 3 primary issues.*

Outgoing port is blocked, outgoing IP address is blacklisted, or the recipient has your email blacklisted at their end (either by accident or intentionally). The recent uptick is "outgoing IP

address backlisted" and seems to be exclusively those sending email with a Comcast account. When the recipient uses the Sorbs or Spamhaus blacklist databases to screen email, you are getting rejected. Happily, this tends to resolve itself without intervention within a few hours.

If you are experiencing any SENDING email issues, first thing to try: send to the same email that was being rejected using webmail. If it goes through, it is 99% certain to be an ISP issue. Continue to use WEBMAIL until the issue resolves itself, or contact us for more information.

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If you have a question for our ASK A TECH section, email it to

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