



NEWSAGENT TECHNOLOGY NEWS

Daily news for newsagents
www.newsagencyblog.com.au

APRIL 2010

LIFE IS GOOD WITH TOWER.

TIPS

We send out tips weekly by email.

HOW TO USE SUPPORT

Before you call or email, take a moment to check whether we have prepared advice to answer your query. Our advice sheets have been written by experts and peer reviewed. They provide consistent and easy to follow advice on common questions. This is why we recommend them if you are calling about an issue already covered by an advice sheet. It is better to have you follow this consistent advice than one of our people to spend time and give you their version of the advice.

The best way to access support is to call. Don't ask for a person by name as this puts you in their queue and they may be out of the office for some time.

While more than 70% of calls are resolved when you call, some may need to be logged. When logging a call please give it a priority: P1 – system down, P2 – urgent, business impacted, P3 – not so urgent.

For questions which can be easily answered by email, please email support@towerstystems.com.au. One question per email please.

If we let you down during the support call, please contact Rohan Genn our Customer Service Manager. If Rohan lets you down please speak with Gavin Williams our Customer Service Manager. If Gavin lets you down please speak with our Magazine Director Mark Fletcher. This escalation process is there to serve you and provide structure around delivering consistent and reliable support to you and your team.

AFTER HOURS SUPPORT:

0418 554 963

0418 528 577

0419 842 334

If you're calling on a Saturday, call 03 9524 8000 as we run the help desk Saturdays.

If it's an absolute emergency and you cannot get through on one of the above numbers, please try:
0418 321 338 Mark Fletcher
0418 554 759 Gavin Williams
0403 189 379 Tim Batt
0417 568 148 Nathan Morrison

SUPPORTING NEWSAGENTS

We are proud to be supporting newsagents by supporting key industry events this month: VANA Golf Day, NANA Newsagent of the Year Awards, QNF State Conference.

WELCOME DEBRA

Debra Stares has joined our admin team and will be a new voice you hear on the phone. Debra has a call centre background and is helping us better manage call traffic.

NEW ONLINE TRAINING SCHEDULE RELEASED

We have released a new online training schedule which will run until the end of September. The new schedule introduces several new topics into the mix and continues the most popular training workshops.

We encourage business owners and their employees to participate in our free online training workshops. People who undertake online training are less likely to call support since they have better knowledge of the software. This benefits you as well as us.

Online training can be done from any computer with broadband access – at home or work. You will also need a phone line for the toll free call to get audio content.

The new online training schedule can be found at our website: click on online training on the home page or click on support /user meetings / online meetings.

HOBART USER MEETING

Thursday April 8 at 11am at Mercure Hotel. This meeting is an excellent opportunity for Hobart region users to meet our Software Development Manager, learn more about the software and provide us with feedback. Book online: Support / User Meetings.

CYCLONE DAMAGE

Many of our users in the Mackay region were affected by Cyclone Ului late last month. One, Buena Vista News, was most severely hit. We helped and the time and continue to help where possible to get business back on track. The cyclone is a reminder of the importance of regular backups and storing these in a safe place – away from the business. While backups can be a frustrating demand on your time, that one time you really need it makes all of the effort well worthwhile.

SNEAK PEEK IN THE NEXT UPDATE

We are advanced in development work on the next update. While we will keep most content quiet until it is ready for release, we can say that the update introduces: Several New Supplier Initiation.

SELLING ITUNES CARDS

If you want to sell iTunes cards we recommend you install the magnetic swipe reader which is available through our website. While not iTunes cards are supplied with a magnetic stripe, Apple advises that they can be so it is better to be prepared than sorry. iTunes is vended through e-Pay.

USING YOUR OWN GIFT CARDS

We are more and more of our customers selling gift cards for their business. We design the cards here in-house and have them manufactured in China. For more details, please see the gift card order form included with this newsletter.

TOURISM TICKETS FOR SALE

If you sign to get products through Touch, you bring on an extended range of products including good value tourism tickets. These make great gifts and can add good value to a sale without you having to carry stock. You can sign up for Touch by completing the form on the downloads page at www.ezipass.com.au.

MORE FREE ART FOR RECEIPTS

We have added more free artwork for you to use of your receipts. Click on Support / Downloads / Receipts at our website. You'll see a list of art ready for you to download. Go to advice sheet G32 for guidance on loading the artwork to your receipts. The ad server software within retailer lets you choose which artwork is to print when. For example, you may want something only printed on Thursdays or you may only want it printed with certain sales.

OK! Who

OK! and Who Magazine are

OUT TOMORROW

Drop by and catch up on the latest news and gossip.

We see receipts as an excellent (and FREE) marketing opportunity for your business. Use our free artwork or make your own. If you would like us to make more artwork, please let us know. We have an in-house creative team available.

Is this news to you?

We email news weekly. Sign up now:
retailer-users-subscribe@yahoogroups.com