



COMPUTER DEPOT BUSINESS SOLUTIONS

Tech Bits and Bytes to Help Your Business Run Faster, Easier and More Profitably

Computer Depot Inc. Business Solutions Newsletter

July 2023



Thomas Hill, President & Founder

"We are committed to making sure our clients have the most reliable, responsive, and professional IT service in East Tennessee."



Don't Settle For Less

5 Questions Every IT Professional Should Say Yes To

Business owners have a wide variety of responsibilities. In many cases, they oversee the hiring process, ensure operations run smoothly and find the best third-party vendors to help benefit their business for years to come. One problem many business owners face when hiring a third party is knowing whether they're the right fit for their business. Making the wrong choice can be detrimental to your business, so how can you ensure you make the right decision? You ask essential questions.

Knowing which questions to ask is easier said than done though. Most business owners are convinced to use a third party, thanks to the persuasive skills of an excellent salesperson or representative. Still, many of these salespeople hold their cards close to their chest. They only tell you what you want to hear, leaving out anything that might make you doubt their expertise or abilities. We've seen this with many IT "experts," so we wanted to help you by providing you with some questions you should ask before they get anywhere near your network.

Here is what you should ask any IT professional before hiring them to oversee

your network, IT and cyber security practices. These are simple yes-or-no questions; if you get a no from the "expert" for any of them, you're probably better off finding a different option.

Are They Monitoring Your Network At All Times To Ensure That Security Settings And Patches Are Current?

For many businesses, the whole purpose of hiring an IT team or individual is to keep their cyber security protected. They might work with sensitive data that, if compromised, could harm their clients and the business's reputation. You need to make sure any IT expert you hire is going to stay up-to-date with the current security patches so they can ensure all holes are covered to keep your business protected. There should not be gaps when they aren't monitoring your network.

Do They Provide Detailed Invoices That Clearly Explain Everything You're Paying For?

Some IT "experts" believe the business owners they work with are clueless about the IT and cyber security industry.



TRIVIA CONGRATULATIONS

Leslie Pawelczyk
from
Ministry International Institute
who named Alexander Hamilton
as one of the authors of the
Federalist Papers.



TURN TO PAGE 3 FOR
THIS MONTHS TRIVIA



They'll try to overcharge for simple tasks without fully explaining what they did, and their invoices are as basic as it gets. This shouldn't fly with you. Every third party you work with should provide detailed invoices so you can see exactly what you're paying for. It's a huge red flag if they refuse to do this.

Will They Be Proactive And Provide You With Regular Updates?

If you're hiring someone to oversee your IT needs, you don't want them to be another responsibility you must manage. You want to trust them and know they're doing everything possible to assist your business. If you have to continually go to them to see how they're doing on certain projects, you're better off with someone else.

Do They Offer Any Guarantees On Their Service?

This is a big one many people don't think about, but it could make all the difference in your decision. A business or individual who does excellent work will stand behind their service no matter what, which means offering

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guarantees that they'll do what they say they'll do. Find out how they respond if your company's data is compromised or something goes wrong with a particular piece of software. Their response should tell you whether they're trustworthy or not.

Do They Have Set Rates For Each Project?

Before hiring them to assist with your IT needs, you should know how much everything costs. You should be cautious if they say they won't know how much something will cost until they start working. There's no telling how much they'll try to charge you, and it could be difficult to know if you're getting bamboozled or not.

It's important to have IT assistance for your business, as it helps keep your company, employees and customers protected. These are just a few questions you should ask before hiring an IT expert. If they answer no to any of the above questions, then continue your search and find someone who is a better fit and has your best interests in mind.

If you have questions about IT services, we have answers. We (as in a real live person of the technician variety) would love to talk to you. Call us, 865-909-7606.

"Whenever we contact Computer Depot Business Solutions, we always get a live person. Any computer issues we have are always fixed in a timely manner. They are better than our previous IT company because we are able to get a live person on the first call, no waiting and rarely call-backs. I would recommend them because of the response time, no waiting and same day service if needed to come on site."

Barry Kober



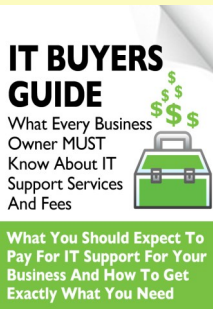
Precise Industrial Coatings



"He's still there. Try adding an angry face emoji."

Free Report Download:

The Business Owner's Guide To IT Support Services And Fees



You'll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate

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Q Why aren't there any 4th of July knock - knock jokes?

A Because freedom rings.

Create An Experience Your Customers Won't Forget

Businesses that create an exceptional customer experience will always hold a position within their industry. They will build a loyal fan base. This is especially noticeable with companies like Chick Fil A, Apple, and Disney. Isn't it a pleasurable experience when you are treated like it is truly your server's pleasure to serve? We all know what drive through is going to get it right every time. Chick Fil A fans love the consistency they get no matter which restaurant they visit. Around 58 million people travel to Orlando annually to visit Walt Disney World, and many fans who visit annually cite the customer experience as their primary reason for returning. Apple users are faithful. They will tell you how Apple consistently goes above and beyond to help its customers with whatever they need. That is why it's rare to walk by an Apple Store that isn't full of followers, aka customers.


So, how can you create a similar following for your business? It starts with creating a phenomenal customer experience for everyone walking through your doors. Here's how to do so:

Ensure you and your team are knowledgeable about the products and services offered. You should never have to say, "Give me one second while I find out."

Give your customer-facing employees the power and tools to rectify customer problems.

Find ways to amaze your customers. Even something as simple as providing a discount on your customers' birthdays can make them loyal for life.

Customer satisfaction is for armatures. If you really want to succeed at the customer service game, find ways to consistently "wow" your customers. Over time, you will turn your happy customers into raving fans.

 **TENNESSEE SALES TAX Holiday**

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TODAY!**

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Yeerrr Out! The Story of Goose Goslin's Omission



Leon Allen (Goose) Goslin was named to the Baseball Hall of Fame in 1968. A great player, he hit left and pitched right.

In the 1924 World Series, Goose hit a sensational home run. The fans cheered wildly. Fellow players poured out of the dugout to shake his hand and slap his back after he slid into home plate in a great cloud of dust.

Then the umpire shouted, "Yeerrr out!"

It seems that Goose had done a superb job hitting the ball, but he hadn't touched first base. He had neglected one important part of the scoring process.

Though it has been a long time since that day, the experience of Goose Goslin still stands out as one that people in all kinds of jobs should consider.

Even if your work is outstanding on most parts of a job, if you neglect to do one basic part of it, the whole thing may be for naught. If you skip steps, even unintentionally, it could have disastrous consequences.

Always remember to touch all the bases, you'll score for sure.

This Month's

TRIVIA

How many websites are on the Internet (as of March 2023)?

Email your answer to RHill@ComputerDepotOnline.com


A winner is randomly selected from all correct responses.



July 2023



Look What's Inside...

- **Don't Settle For Less: 5 Questions You Should Ask And Every IT Professional Should Say Yes To**
- **Touch Every Base, It Matters**
- **Hurry-You could WIN this month's Trivia and this** 
- **Turning Happy Customers Into Raving Fans**
- **Meet Challenger — Really! YOU can meet the most famous Bald Eagle in America**

COMPUTER DEPOT BUSINESS SOLUTIONS - AFFORDABLE IT HELPDESK AND CYBER SECURITY SUPPORT IN 20 MINUTES OR LESS

Meet Challenger: The Most Famous Bald Eagle in America

In the spring of 1989, a baby Bald Eagle was blown from a wild nest during a storm. He was rescued and hand-fed for a just a few weeks but this was long enough for him to become 'human socialized.' After 2 unsuccessfully release attempts, it was determined that this little eaglet could not survive and hunt on his own in the wild. That summer wildlife officials placed him in the care of the American Eagle Foundation who named this little eagle 'Challenger' in honor of the fallen crew of the space shuttle.

Challenger became a very well-trained gloved educational Eagle and the first Bald Eagle in history trained to free-fly into major sports stadiums and such during the National Anthem! Challenger has been seen at multiple MLB World Series, Fiesta Bowls, NFL Pro-Bowls, NCAA Men's Final Four tournaments, the Daytona 500, as well as White House appearances, Presidential Inaugurations, the Pentagon, U.S. Capitol Building, numerous grand openings and groundbreakings. He has also been a guest on numerous national TV shows. More importantly, Challenger has been an ambassador for his species for over 30 years. He has raised public awareness for the habitat



destruction of the bald eagle. When the bald eagle was taken off the Endangered Species List, Challenger was there during the delisting ceremony at the White House.

Challenger's image is on a Tennessee specialty license plate and he is the only specific animal to ever have its image placed on a coin minted by the U.S. Mint.

This magnificent bird is a true superstar and you can meet him, Thursday, July 20, 2023 at the regular meeting of the Smoky Mountain Sevier American Business Woman's Association. The meeting begins at 6pm in the LeConte room at the Hilton Garden Inn of Pigeon Forge, 2481 Teaster Lane. All (not just women) are welcome! For more information and to RSVP, email Rebekah at rhill@computerdepotonline.com.

Contact Us

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Tax Free Holidays Means **SAVINGS** For Tennesseans

TAX FREE COMPUTERS

July 28th

In 2023 there are TWO sales tax holidays. The Tennessee General Assembly approved a three-month sales tax holiday on groceries. The traditional sales tax holiday on clothing, school supplies, and **COMPUTERS** will also take place the

Don't forget, ALL of Computer Depot Business Solution new laptops and desktops come with a **3 YEAR Warranty** on parts and labor, serviced right here, by us, in our stores.

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last weekend of July.

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