

# CTTS TECH TALK

*For Humans  
Not Geeks!*

Your resource for the latest technology updates and opportunities for your success.



## What You Need To Do Before Committing To A New VoIP System

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CTTS, Inc.

 (512) 388-5559

There comes a time when every business needs to invest in a phone system: they're buying a new phone system for their new location or they're upgrading from an older system. Regardless of the reason, they're ready to make the commitment.

Your phone connects you to your customers, so you need it to be reliable. You want it to have a specific set of features (like voicemail, call waiting, call forwarding, conferencing, recording, etc.) and you want your investment to be supported for years to come. The question you have is, "Where do I begin?"

First and foremost, finding the right phone system can be a pain. Doing research Online leaves you sifting through site after site as you look for answers only to find way too much information – and most of it isn't worth your time.

As a business, you're about to drop serious money on a new phone system, so you want to know you're getting what you pay for. Unfortunately, the phone system business is a competitive one, which means it's hard to find websites, reviews and data that isn't biased or skewed in some way. There are countless websites featuring deals that aren't really deals, or websites hosting reviews sponsored by a phone service provider. This isn't helpful.

**So, what is helpful? Here's what you need to know.**

Most phone systems are essentially the same. There may be a few features that vary from system to system, but most VoIP systems will all have the most important features demanded by businesses. Your best bet is to define your phone needs before you start searching for a system. Chances are it

won't take long to find what you're looking for – if you ignore the clutter.

What you really want to find is a stellar service provider. You might get caught up in trying to find the best phone with the best features, but none of that matters if you don't get good service to go along with it. You need someone who will be with you every step of the way, from setup and installation to configuration and the all-important support.

You need someone you can rely on. That way, if anything goes wrong or you have questions, you have someone you can call. The fact of the matter is that most people aren't and never will be VoIP or phone system experts. Business owners have too much on their plates to learn – from scratch – about a new phone system.

## **“Your best bet is to define your phone needs before you start searching for a system.”**

This leads to the questions you should be asking before you commit and buy a new system:

- Who is setting up my new phone system?
- Will they customize it for my specific needs?
- How do I get help if my phone system stops working?
- Who do I call if I have additional questions?

As you vet potential vendors, get exact and direct answers. If they beat around the bush, that's a red flag. They should be able to answer all of your

questions in a language you understand. If they don't answer your questions, or you aren't happy with the answers, find a different vendor.

There are many vendors who will send you a system and leave the rest up to you. If you know what you're doing and have the time to set it up, it's no big deal. But that isn't most of us, and forget about support, if anything goes wrong, you're on your own.

The best thing you can do when searching for a new VoIP phone system is to find an honest, reputable, local phone system reseller that you can verify will do the following:

- Set up the system.
- Customize the system for your business's specific needs.
- Offer personalized and continuous support and training.

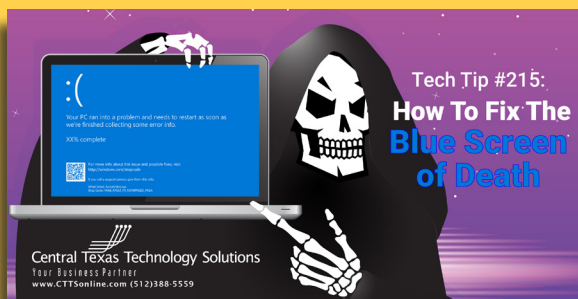
In most cases, the answer lies with a dedicated and experienced IT services firm that knows technology. This is the kind of company that not only checks the boxes but can also ensure your system works with your network without any hiccups.

The bottom is this: Do your research; ask questions; get answers and be confident in your decision before handing over the credit card and signing on the dotted line. You'll be much happier that you did!

Looking for a new phone option is a daunting process, that's why we're happy to answer any questions you and your Team may have. Call (512) 388-5559 to ask away.

## **Your Tech Tip of the Month**

## **How to Fix The Blue Screen of Death**



The Blue Screen of Death?! What now?

Not only have you lost all progress on your most recent work, but it's frustrating and a little confusing to recover your computer when you receive this ominous message.

**Here Are A Few Steps You Can Take To Get Back To Work:**

1. Uninstall Incompatible Application Or Software
2. Re-download Updates and Installation Files
3. Disconnect Any Peripherals

To get a more in depth explanation of why this is happening and the steps you can take to recover your machine, read the full article here: [bit.ly/Tech-Tip-215](http://bit.ly/Tech-Tip-215)

# Pink Goldfish: True Differentiation In The Marketplace

Why not be the worst at something if, in turn, it means you attract the customers you want and the culture you represent?

Kintsugi is the Japanese art of repairing broken pottery. Skilled artisans mend the broken pieces with lacquer or powdered gold or silver, making it more beautiful than before. It's an intentional approach to imperfection.

The Pink Goldfish is also intentional imperfection. When you illuminate the imperfections of your business or products in a positive light, you set yourself apart from your competition.

Here are the 5 Pink Goldfish flaws to follow in your business:

**1. Flaunting** - Parade without shame. Don't apologize for your organization's flaws.

Take pride in those unique characteristics!

**2. Lopsiding** - Exaggerate your weaknesses. Learn to be balanced and well-rounded, and at the same time unbalanced and imperfect. You'll need to amplify your weaknesses to overcome them.

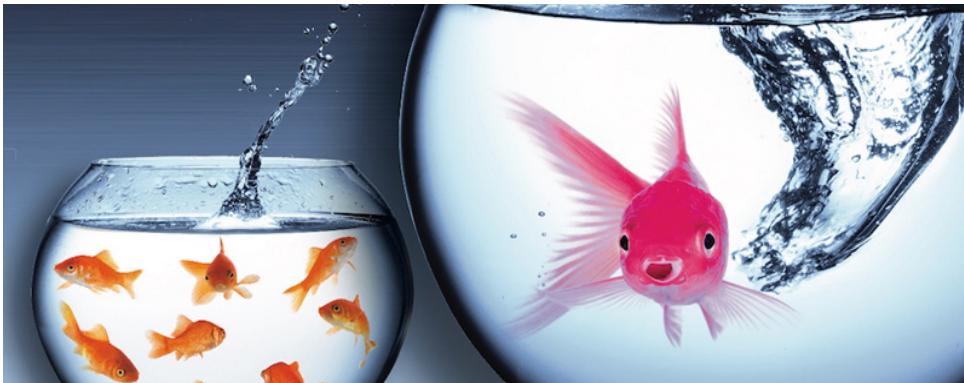
**3. Antagonizing** - It's not so bad to be polarizing, alienating, repelling and taunting. Being weird makes you memorable. Try doing the exact opposite of what others are doing.

**4. Withholding** - Do less of what your industry and competitors think you should

be doing. Make limitations, restrictions, boundaries and constraints.

**5. Swerving** - Deviate, diverge, and veer away from competitors. As we see what successful companies are doing, it is natural to emulate them. When everyone is copying the leader, then the entire industry starts to look the same. Small deviations from the norm change things up.

Start small at first. Sometimes it is the minuscule actions that differentiate a brand. You can set your business apart with a cohesive master plan and the knowledge that it is more than OK to be just a tiny bit weird.



## Leverage Good Intel To Beat The Competition

There is a lot of information floating around about your competitors – you just have to find it. When you do, you can give yourself an edge as you put together your own marketing campaigns.

For example, the founder and CEO of Wagmo, Christie Horvath, went as far as contacting and sitting down with a few former employees of her competitors. She was developing a new pet insurance company and wanted to know where those other companies had fallen short. The intel allowed Horvath to innovate and bring new ideas to the table. She didn't copy the competition – she did something different.

Here's another way to approach it: use Facebook's Ad Library tool to watch competitor's Facebook and Instagram marketing initiatives. See what they're doing so you can do something different to stand out.





# Three Trillion Minutes On Zoom (Is that just this week?)

Zoom calls... Teams meetings... Google Meets... whichever tech platform your business uses \*, do you ever get to a Friday evening and feel a bit “over Zoomed”? (especially if you then have ANOTHER Zoom arranged with friends or family?)

According to estimates, over three trillion minutes will be spent on Zoom this year. That’s about 5.5 million years!

As much as they’re a pain when you have them all day, video calls really do help us be productive and get things done while we’re working remotely.

76% of all employees use video calling for remote work, according to some stats we’ve been reading. Three quarters of those say it makes them more productive. 41% of employers believe video calls lead to better engaged teams.

How to feel less “over Zoomed” then... here are the top three suggested rules that have worked well for us.

1. Test your tech before every meeting: Make sure your video and sound are working. Try Zoom’s test call site: [www.zoom.us/test](http://www.zoom.us/test)
2. Never meet unless you have a written agenda: Put the agenda on screen using screen share. This stops meetings from dragging on.
3. Stand up, especially if you’re the organizer: This is a good one for real life meetings, too. When you stand for a meeting, your body will give you plenty of feedback when the meeting’s dragging. Standing desks are a great idea for productivity and keeping energy levels high, anyway.

Why isn't my computer recognizing my USB device?

Let's try a couple of things. First, try it in a different USB port. Does that help? If it's still not working, try a different USB device in the ports. If that works, it looks like your USB device is broken. If it doesn't work, you need IT support.

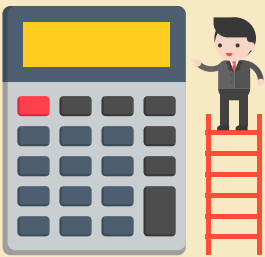
Help! I've just closed a document without saving.

If you have auto-recover options enabled in Office 365, all is not lost. Search for Word backup files by clicking 'open', 'computer' and then browsing the folder where the file was last saved. Good luck!

Why can't I log in?

This one is common and very frustrating. Make sure you don't accidentally have caps lock on. If that doesn't work, you may need to reset your password. We recommend using a password manager so you can be sure an unrecognized password isn't just your mistake.

## How Quickly Can Your Business Recover?



The cost of a technology outage can cripple a business. That's why we've created a new tool for you, our Downtime & Recovery Cost Calculator!

Use this calculator to focus on a handful of simple metrics that might come into play during a downtime event, so you can start a

general analysis of what an outage could mean to your business.

The results of this calculator are meant to help estimate loss, and does not calculate actual loss.

Test your business today. To see how quickly you can recover in the face of disaster, visit: <https://www.cttsonline.com/rto/>

Submit Your Question Here:  
[Marketing@CTTOnline.com](mailto:Marketing@CTTOnline.com)

## This is how you can get in touch with us:

call: (512) 388-5559 | email: [info@CTTOnline.com](mailto:info@CTTOnline.com)  
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