



The Dog's Bark

A Murphy Broadcasting Publication

Fanatical Customer Service

by Rick Murphy - Big Kahuna



These are the words the people at RackSpace use. RackSpace is a server farm where the pages of our CRM software, InABoxOnline.com, reside in San Antonio, Texas. They are just words, but what do they *really* mean? It means doing whatever it takes to get the job right. The idea is not exactly profound... until you realize all the ways you could be providing great service but you're not.

RackSpace came to us later in the game, after we had our servers parked with another major server farm. The problems with this other server came when we were not able to talk to the people we were paying, when we needed them. We were only able to fill out a support ticket online and then wait for someone to get back to us... via email. When they did get back to us, they would suggest

something to do, but we could only respond back by filling out another ticket. No phone time with this company. The major crunch came last summer when on a Friday afternoon the system went down and we tried all weekend to get back on line using this talk and wait system. Enter RackSpace who that Monday, built us new servers, put them online, transferred our databases and programs, and gave us the phone numbers for the support team as well as the cell number of our personal support person.

This past week we were having trouble with a page on our system loading. Lo and behold, here comes our Rackspace tech support person who sees the problem happening, and offers a solution. It involved adding another processor and some RAM to the box. Speed problem solved.

Now I ask you.... What could some other company possibly offer us to get our business away

from RackSpace? A discount? With over 1800 people using our InABox CRM software, we cannot afford even a minute of downtime, so saving a few bucks is not going to turn us on. Better support? How would they prove this? You see, RackSpace says that they have Fanatical Customer Service. This kind of service is what keeps us a customer of theirs, and keeps our software company growing as a customer of theirs.

The question we need to ask ourselves is at the end of every transaction, do our customers feel good about giving us their business? Do we as owners get out of our office enough to ensure this?

On a side note: if you are about to launch a "mission critical" website, are shopping around for a host and need a little advice, give me a call at 928-855-4560. I'll give you the ups and downs and ins and outs of a variety of hosts.

Getting the Edge...

By Ron Nickle, VP of Sales



Of all of the marketing questions I get asked on a regular basis, the one I hear most is "How do I make my coupons work better?"

A.C. Nielson Co. has said that 95% of all shoppers like coupons and 60% actively look at coupons. A "good" response rate for a coupon is about 2%. So if you have an offer in a publication with a circulation of say 25,000, you should see about 500 coupons coming back. If you are not getting this type of return, you may want to take a look at how you are couponing.

Having spent quite some time both in sales and ownership of publications as well as managing a large chain drug store, I have come up with the following guidelines for couponing:

1) Make a real offer! This sounds simple but look around at how many coupons are nothing more than small display ads. Use the coupon to sell into your distressed times or products: "\$50.00 off if you have your car detailed on Tuesday this month".

2) Use a bold headline that is specific: "Over 400 people last month switched their business to us. We want you to do the same". "People have said they've saved as

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Technology.... Does it Help?

By Michael Anthony - Sales Manager



Okay I am an old dog at customer service. That means I am not always the first to jump at any new idea.

When I joined the radio stations over a year ago, one thing I noticed was that they were very technologically oriented. My question was, were they in it for the benefits or just for the technology? Now, after over a year as a sales manager for this company, I know the answer. They are in it for the customers.

The system that Mad Dog Wireless/Murphy Broadcasting uses for Customer Relationship Management (CRM) is one that was written by our own software division. I am told they have nearly seven figures invested in the development... and I see why. As a sales manager, my number one job is to make sure all of our customers are taken care of. This means they are seen on a regular basis, their copy is changed at the right time, and when follow up is needed, it happens on schedule and as prescribed. Does it always? No, but with this CRM system we are able to catch far more mistakes early on.

If you run a business, you can save significant amounts of money by having a CRM system, and insisting that it be used. While the CRM system may be a pain for some sales people, the customers being tracked are YOURS, and you have the right to know how each is being treated. Efficient use of CRM will provide more customers for your business, less expense in marketing as you recycle customers instead of always needing to add prospects, and give you, the business owner, the ability to keep track of your number one asset.... the customer list.

What is the Question?

By Chris Rolando - CEO



When I was much younger I read a science fiction book. It dealt with some people who were stranded somewhere in space and were the guests of some alien beings. The beings were kind, and helpful, but communication was difficult. The being had all of the answers to the questions of the universe, time travel etc. But the challenge for the space travelers was asking the right question to get the answer they needed.

I am reminded of this in our software company. For the past decade, Mad Dog Software and In A Box Business Solutions have been developing software for businesses as well as a patented software product (www.MasteryPro.com),

designed to educate kids and adults. Many of the software "code" problems we have run into have had some very simple answers... ones that had us smacking our heads later. The answers were easy... once we *knew the question*.

Our radio company has done a lot of business in the past decade with doctors and dentists. But I can tell you that initially it was a battle. The problem was not philosophical... doctors and dentists know they must advertise to increase or change the makeup of their customer base. The problem came in our people not knowing the language, or even the questions to ask, and the doctors and dentists having the same problem with us. It took time... time sitting together and learning together. Us, understanding the language of "doctor speak", and them understanding our

"marketing speak". Since then we have all done well together. Do you know the language of your customers? Does your marketing speak your language or theirs? Is what you are most proud of, what they are most interested in? Does the fact that you have the latest service equipment mean anything to your customers? I dare say that it does not. What matters to them is that this latest equipment either gets the job done faster, better, or cheaper. Does having the "widest selection" mean as much to a potential customer as having exactly what you want, when you want it? Think... going to Costco just to buy a bottle of Aspirin. We are also trying to find the answers for people we work with. But first we all need to figure out the question. Now, if anyone out there can give me hints as to the language of teenagers, I am all ears.

Local Radio Intern Turned Navy Air Tech



Murphy Broadcasting salutes ATAN Brianna Taylor. As part of the Murphy Broadcasting Internship, Brianna worked for one year learning every aspect of the radio business. In May of 2006, she signed up for the Navy and by June she was in boot camp.

Brianna is now ATAN Brianna Taylor. AT being her Aviation Electronics Technician rating, and AN is her E-3 ranking. She is stationed with VFA-147, a fighter attack F/18 Squadron home-based out of NAS Lemoore, California.

As a major contributor to the Argonaut team, Brianna is responsible for pre-flight, post flight and daily turnaround inspections on 10 aircraft. She just returned from a long deployment with the USS Stennis Carrier Group, a combat deployment in support of Operation Enduring Freedom and Iraqi Freedom.

Brianna says her most memorable event... so far... is earning her "Plane Captain" designation.

All of us at Murphy Broadcasting wish Brianna a long and distinguished career in the United States Navy.



Despite Naysayers... Radio Remains Popular

A nationwide poll by American Media Services finds 63% of American adults listen to the radio one or more times a day. The car also remains king - with 74% of Americans saying they turn on the radio when they get into their car. Only 11% say they listen to satellite radio. What would get people to listen to more radio? The poll says more music and fewer commercials.

Getting the Edge...

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much as \$5,000 by installing our systems".

3) Use a small photo or illustration that is central to the point. You may have a cute dog. But if dogs are not part of your business, you may do better putting pictures of your products in your coupon.

4) Use the white space!!!! The temptation is to put as much into the coupon as humanly possible. But a busy coupon will be passed by. Stick with one idea, one thought... one item.

5) Sell the benefits. Remember that the person buying a drill bit does not want a drill bit. They want a hole! "We'll clean your carpets on YOUR schedule". "We're open until 7PM so you can get your oil changed on YOUR schedule".

6) Follow up on every sale! You have a customer list. Use it. Capture customer information and market to these people. If someone has used a coupon to buy chlorine, you know they have a pool. A mailing right to them, rather than mass mailing, will produce much higher returns than the targeted 2%.

Always remember... when couponing, less IS more.

Lake Havasu City, Arizona | 800-582-7625

Murphy Broadcasting, Inc.

GROWTH ... CREATIVITY ... OPPORTUNITY ...

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95.3 FM - Bullhead City	
95.9 FM - Kingman	
101.9FM - Lake Havasu	
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