

## NEWS SUMMARY

**AOL Time Warner and Sony Agreed to Collaborate** on Internet technologies for consumer devices. The two media companies plan to develop networking devices for homes with high-speed Internet access and to build an Internet browser that can run on devices such as digital camcorders and televisions.

**Wal-Mart, Home Depot, JCPenney Profits Up**

A weak U.S. economy that slowed further after the Sept. 11 attacks did not stop third-quarter profits from rising at major U.S. retailers Wal-Mart Stores Inc., Home Depot Inc. and J.C. Penney Co. Inc., all of which reported strong profits on Tuesday.

**Companies Report Growing Demand for Hosted E-Biz Apps**

Although the sagging economy has taken a harsh toll on some e-business vendors, some traditional enterprise resource planning (ERP) vendors have found that the hosted e-business application market is growing.

## Life Tips

*Nothing is particularly hard if you divide it into small jobs.*

- Henry Ford

OpenAxis News is intended to provide useful information regarding Information Technology to our clients and friends.

The news covers new version releases, hotfix file update, and some IT tips.

## Customer Service Representatives – The Front Line of Your Business

Too often, businesses over-emphasize the production side of their operations and fail to recognize the core value of their customer service representatives. The result is an ill-trained and poorly paid customer service staff that has absolutely no motivation to treat the customers well. These businesses often lose in the long run to shrewd competitors who have trained and empowered their front-line employees to improve both productivity and customer satisfaction.

How can you ensure your organization is not crippled by an atmosphere in which employees are treated as mere disposable cogs in the system?

1. Focus on the customers' real desires. Put your money, training, staffing, and other resources into doing the best possible job in the areas that really matter.
2. Make front-line service personnel the managers of the customer interface. Give them the authority and responsibility to see that each customer's needs are met. And remember, the human factor is essential. Don't allow voicemail, e-mail, and other technological conveniences to

turn off customers who need to speak to a real human being.

3. Along those same lines, use technology to support, not to replace or monitor people. Technology should not take away your employees' ability to decide and deliver the appropriate service in a particular situation.

4. Put as much effort into recruiting as you would into making a capital investment decision. The best way to avoid having your business mentioned in a book about customer service nightmares is to hire the right people.

5. Continuously invest in training. Better trained personnel will better serve your customers.

6. Compensate service personnel fairly. Poorly paid customer service representatives lack job loyalty, motivation, and the desire to treat customers well.

7. Link compensation to performance. Don't be afraid to award performance-based bonuses, raises, and other monetary incentives to your service personnel.

8. Provide opportunities for advancement. When employees sense that they have no route for job advancement, motivation can

dry up. Therefore, use training, job rotation, tuition reimbursement, and other means to give employees a chance to better their position within your company.

9. Develop accurate measures of customer service quality, cost, and productivity. Traditional accounting methods don't accurately measure the benefits of quality and productivity of service personnel. Conversely, they also don't capture the full costs of lost customers, employee indifference, and high turnover. Put the "service" back into your service-driven business and you'll reap many rewards. Your customers will receive better service, your employees will be more motivated and loyal, and your business will be more competitive.

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At OpenAxis, we focus on the implementation of IT solutions for small- and medium-sized businesses.

We provide management and computer consulting services by identifying issues, implementing solutions, and managing all your IT needs.

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## **Office Tips: High Severity Rating Security Hole in Internet Explorer 5.5 and 6.0**

I assume that many people now have Internet Explorer 5.5 with Service Pack 2 or 6.0 because that is one of the quick protection from Nimda virus. But recently Microsoft released the information about the vulnerability of these applications. The real problem is, that Microsoft has not developed the patch file to fix this problem yet, even though severity rating of this problem is extremely high.

This security hole could be used to expose and alter data in cookies in your computer. (Cookie: Web sites use cookies as a way to store information on a user's local system. Most often, this information is used for customizing and retaining a site's setting for a user across multiple sessions. By design each site should maintain its own cookies on a user's machine and be able to access only those cookies.) A vulnerability exists because it is possible to craft a URL that can allow sites to gain unauthorized access to user's cookies and potentially modify the values contained in them. Because some web sites store sensitive information in a user's cookies, it is also possible that personal information could be exposed. You should consider disabling active scripting in the Internet Zone and the Intranet Zone. If you use Outlook Express and have not set Outlook Express to use the "Restricted Sites" Zone, you should do so as a best practice.

### **How to disable active scripting in Internet Explorer 5.5 and 6.0**

- On the Tools menu, click Internet Options, click the Security tab, and then click Custom Level.
- In the Settings box, scroll down to the Scripting section, and click Disable under "Active scripting" and "Scripting of Java applets".
- Click OK, and then click OK again.

### **Software Spotlight:**

**Simply Accounting**, accounting package designed for fast moving businesses just like yours, is easy to use, yet powerful enough to keep up with all your accounting needs. Whether you sell services or products, Simply Accounting has all you need to run your business. It automates everything from making purchases to making sales and everything in between. It's even flexible enough to meet the most demanding payroll requirements. With Simply Accounting all the information you need to make important business decisions is at your fingertips in easy-to-read reports and graphs. Simply Accounting is your key to growth and profits. Simply Accounting allows you to email invoices, orders and quotes, handle credit card sales and purchases, and bank online. It supports Microsoft Office XP Smart Tags and includes Crystal Reports to create an unlimited number of customized reports.

All these great features are now free for 1 million businesses in United States and Australia. Call us for more information.



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