

The do's and don'ts of Outsourcing your Internet technical support

Sources: www.call-center.net, www.isa.org

Outsourcing can be a tedious task, especially if a business is entering unknown territories. While realistically, no relationship is 100% perfect, creating an "ideal" relationship is highly feasible. The facts support that "outsourcing" has become one of today's most powerful, organization-shaping management tools. By outsourcing your technical support with ISPN and following a few simple do's and don'ts, you can be confident your customers are in good hands.

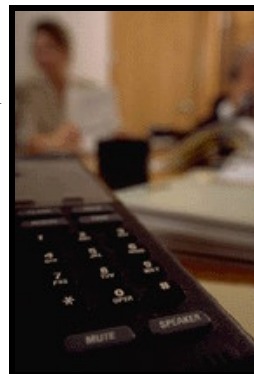
Do's of successful small business outsourcing

1. Outsource the bottlenecks-those things that are really keeping you from growing your business profitably.
2. Pick great partners. Check them out. Talk to their current customers.
3. Once you outsource, your provider is part of your company; treat it that way.
4. Demand excellence-this is what your provider does for a living.
5. Outsourcing can scare employees. Get, and stay, ahead of the rumor mill through straightforward, honest communications.
6. Target a provider with experience.
7. Allow for correction of minor misses.

Don'ts and mistakes in small business outsourcing

1. Not clearly defining the desired results and how they'll be measured.
2. Not talking to a provider's current clients.
3. Failing to consider the long-term relationship dynamics.
4. Treating the provider as an outsider.
5. Select a partner based on price alone.
6. Make a choice based on narrow internal judgments.

Call ISPN to find out how we can partner together and create an ideal outsourcing solution for you and your Internet end-users!



Call today!
800-253-7222

ISPN'S UPCOMING TRADE SHOW SCHEDULE:

- **OPASTCO Summer Convention**
Calgary, Alberta, Canada
July 12-14, 2004
- **Illinois Telephone Assn. Annual Convention**
Lake Ozark, MO
July 26, 2004
- **MTIA Annual Convention**
Lake Ozark, MO
August 8-11, 2004
- **WTA Fall Convention & Showcase**
Dallas, TX
September 12-15, 2004
- **Nevada Telephone Assoc. Annual Conv.**
Reno, NV
September 21-22, 2004
- **NECA Annual Convention**
Las Vegas, NV
October 4-7, 2004

ISPN is interested in your feedback. For suggestions or to submit an article, please email Lana Moaveni at iana@ispn.net.



Hope you had a safe Fourth of July
Holiday!!!



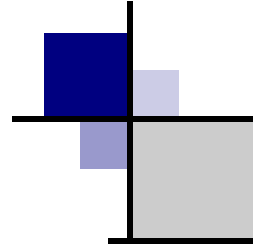


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New and Improved Trouble Ticket System!

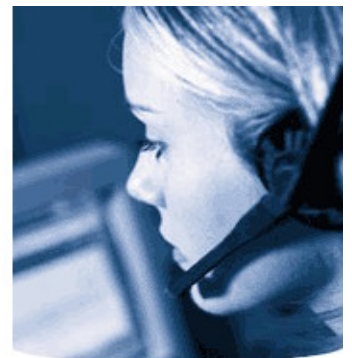
Our engineers have been hard at work and we have completed our new and improved Trouble Ticket system. To better service our customers, the new platform has added functionality, including enhanced reporting with detailed tickets and category specific options. A number of quality assurance improvements offer expanded support to your end-users.

This highly redundant database offers more efficient management tracking for use by our technicians as well as ISPn clients. Perhaps the most beneficial advancement includes the enhanced speed at which our system outputs data from

its knowledge base. Customer look-ups are completed in milliseconds, allowing the technician to accelerate resolution of the end-user issues.

In addition, the new system is integrated with an alert system that offers provider specific information. The alert system creates a more seamless solution to all of our technicians by informing each person of updates or provider changes as they occur.

To learn more about our new trouble ticket system, call ISPn today. Learn how ISPn's cost effective support service allows you



ISPn techs hard at work!

to keep your support costs low while keeping quality high.