

RiN News

VOLUME 17, ISSUE 2

WHAT NEWSLETTER?

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Even though Rinax has been producing a periodic newsletter for more than 6 years, an alarmingly large percentage of our customers do not seem to know they exist. This is not good news because the newsletters contain important information about product releases, usage tips, and service bulletins.

Recently we sent a customer satisfaction survey to all of our customers across the country along with the newsletter. Our goal was to gather feedback from customers to help us become more effective in our service and support. The response was a disappointing 13%.

We even offered money! In November last year, the last page of the newsletter included a quick quiz that was so easy, almost anyone could have penned a perfect score. We offered a \$25 cash reward for everyone who answered it correctly but sadly, only 32 of an expected 200 responses were received.

So why the poor readership? Are we really that boring? Do you really not care what we have to say, or does this have more to do with the way we deliver the newsletter in the first place?

In the past, our newsletter has been packaged with monthly statements. This seemed like a good idea at the time, but it is apparent that our very informative, incredibly valuable newsletter is hitting the "round file" along with the junk mail when it is received by the accounting office, or whoever is sorting the mail.

Such a tragedy can be averted however, with some rethinking about our delivery methods. This month, the newsletter will also be emailed in a PDF (Portable Document Format) file to every email address we can find. That's a lot of email, but we feel it is important enough to take this extra step. For future newsletters, we will send it in whatever format works best for you, so please help us by answering the following questions and email or fax it back to us.

Please advise us how you want to receive newsletters in the future.

- Send with the statements
- Email to: _____
- Both (email and statement)
- Other suggestions: _____

If you have **other email addresses** you would like to add to the list, we can do that too, just send us a quick email to rinax@rinax.com with the subject "Subscribe". You can also read past newsletters at <http://www.rinax.com/computer/newsletters.htm>

AND THE SURVEY SAYS...

In June of this year, we sent out a customer satisfaction survey to gauge how well we are providing support to you. The volume of response was less than ideal (see the related article "What Newsletter") but gave us at least some idea of how you feel about our customer service and what we can do to improve. The full results are attached at the end of this article, but here are the highlights.

We asked if we responded quickly to the most recent service call and 33% of respondents gave us a high rating (5 on a scale of 1 to 5). 15% gave us a 4 and 22% gave us a rating of 3. The call in question was typically software related and it was logged on the phone.

On the question about your skill level, 63% of respondents rated themselves a 7 or higher on a scale of 1 to 10, and fully 74% thought they would benefit from additional training. On the question of how that training should be done, you were divided. The votes for classroom training totaled 37% and the votes for web-based training also totaled 37%. Only 10% of responses indicated a need for individual training, and the rest were unanswered. An interesting statistic pulled from this survey was how often you wanted to see a Rinax representative in your store.

(Cont'd on page 4)

IGOR, COME QUICKLY!... IT'S ALIVE!

After many months of code hacking, politics, negotiations and more code hacking, our first official Canadian implementation of **NexPart** is alive and well. On the 23rd of August this year, our first **NexPart** connected customer started processing on-line orders amidst a ruckus of cheers and celebration.

This is a landmark event as it allows **Rinax** to enable **NexPart** on-line ordering for the independent jobber. **NexPart** enabled systems using the **Rinax** software will be able to extend their usability to the Service Provider making the distribution of parts easier and more efficient.



NexPart is the on-line catalogue and ordering tool created by Wrenhead for the service provider arena. Using **NexPart**, a service provider can order parts directly from a specific jobber store through the Internet.

Imagine a service provider with a vehicle up on a hoist. With **NexPart** open on a PC, they can enter in their list of required parts, hit the STOCK CHECK button and build an instant order from your specific store. Alternately, they can save the order to quote their customer at a later date. **NexPart** closes the gap between vehicle owners and the distribution channel. Improved ordering efficiency gets the right parts into the right vehicles faster and with fewer errors.

To help reduce errors, **NexPart** has a complete Wrenhead catalogue along with Interchange and Buyers Guide. The on-line catalogue includes pictures, links to manufacturers, assembly diagrams, and also reflects *your* availability. Completed orders appear as pick tickets right at your order desk.



An added bonus is integration with Protractor[®] software. Many of the service providers working with our jobber customers use the Protractor shop management software, and the latest version has the ability to integrate with **NexPart**, giving them direct ordering capability to your **Rinax** system.

NexPart is available for **Rinax** and **AutoEase** systems and can be private labeled for your particular store or buying group.

For more information about **NexPart**, contact our sales team at sales@rinax.com or

(403) 243-4074



ASK SUE...

Dear Sue:

Q: How many characters can I use in the customer PO field when creating an invoice? Can I use both alpha and numeric characters in this field?

~PO Savvy

Dear PO Savvy:

A maximum of 12 characters can be placed in the customer PO field using either alpha or numeric or a combination of both. If the customer uses a standing PO for the month or year, the customer can be flagged as such (field 136 of the customer file is set to = 3) and the PO number can be stored in Field 14 of the customer file.



Dear Sue:

Q: There are so many places in the system where the choice OPTION appears and when I hit enter I am not shown any options. How can I see my options?

~Optionless

Dear Optionless:

Anywhere in the system where the OPTION question appears, simply type a ? or me (for menu). The option box will appear. For example, when doing a Purchase Order Enquire:

* Enquire on a PO *

PURCHASE ORDER ENQUIRY AND LIST PROGRAM

ENTER PO NUMBER, OR 'ALL', OR 'ROLL': all

OPTION: ? or me

OPTIONS ARE:

VN TO SELECT A SPECIFIC VENDOR
 TY TO SELECT A TYPE OF PO (PA, IB)
 DT TO SELECT ON CREATION DATES
 EM TO SELECT/REJECT EMERGENCY PO'S
 WH TO SELECT A SPECIFIC WAREHOUSE

OPTION:

ASK SUE (CONT'D FROM PG 2)

Dear Sue:

Q: Is there a report I can print that will show me what my staff are able to do or not do in the system?

~In Control



Dear in Control:

In System Management Password and security privileges you can print a short list or detailed list of all your operators. At the Operator #?, type a question mark (?) to see your options as shown below:

* Password and Security Privileges *

MASTER PASSWORD ?

OPERATOR # ? ?

Recognized responses are:

- LI - List operator validations
- SH - Short List of operators
- CO - Copy an operator
a valid operator #

To print a detailed list of an employee take option LI. Be careful at the question OPERATOR NUMBER (OR ALL) as selecting ALL will print all potential 250 operator numbers in the system.

* Password and Security Privileges *

MASTER PASSWORD ?

OPERATOR # ? **Li**

OPENED CF:CMDNAMES.DT

OPERATOR NUMBER (OR ALL)? **36**

OPERATOR NUMBER (OR ALL)? **<ESC>**

OPERATOR # ?**<ESC>**

UPCOMING HOLIDAY HOURS

In order to provide our customers with exemplary service, Rinax employees are "on-call" on a rotational basis. Technical and Software Support staff answer after hours and weekend **emergency** phone calls.

Calls are answered: Weekdays: Monday to Friday, 5:30 pm to 7:00 am
Weekends: Friday 5:30 pm to Saturday 9:00 pm
Sunday Noon to Monday 7:00am

HOLIDAY:	OFFICE CLOSED, AFTER HOURS SERVICE NOT AVAILABLE:	OFFICE CLOSED, AFTER HOURS SERVICE AVAILABLE:
Thanksgiving Day		October 10 th , 2005
Remembrance Day		November 11th, 2005
Christmas Eve		until 6:00 pm - December 24th
Christmas Day	December 25th, 2005	December 26 & 27, 2005
New Years Eve		until 6:00 pm - December 31st
New Years Day	January 1st, 2006	January 2nd, 2006

Customer billing is the current cell phone base charge plus overtime rates in 15 minute increments with a minimum 15 minutes billable. Customers calling on regular business days, Monday to Friday between 8:00 am and 5:30 pm **their local time** will not be billed as a pager call.

AND THE SURVEY SAYS... (CONT'D FROM PG 1)

On a scale of 1 (not important) to 10 (crucial), 22% thought a periodic visit from a sales person was crucial, 26% said that it was more important to see a service and support person, only 18% wanted to see a technical person and even at that it was only a rating of 6.

When asked if we provided you with quality responses to your support questions, 56% of respondents said "Sometimes", 41% said "Yes" and 3% did not respond. 63% said we are asking the right questions. This would indicate that we are on the right track, but we have some work to do.

As an overall rating, 52% of the responses said we were doing OK – a rating of 4 on a scale of 1 to 5. Of course, we want to get those numbers closer to 100% at a rating of 5, and your suggestions should help us get there. 30% of the surveys had no suggestions or comments, but of the ones that did, those suggestions were:

- Train staff more on the AutoEase Application
- More frequent contact and business communication
- Create a better manual, offer more training
- Make the Rinax application easier to use
- Offer realistic delivery dates
- Improve response time to support questions
- Offer a local support representative
- Upgrade the support equipment (phones and headsets)
- Focus on stabilizing the current Rinax application
- Improve the Catalogue
- Keep doing what you are already doing

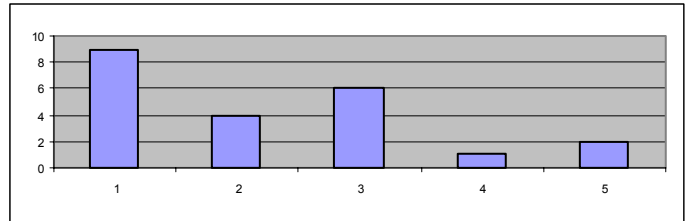
This is great news as many of these are items we are working on improving currently and we look forward to seeing your responses when we send out the survey again in a few months. Thank you to all the people who took the time to complete the survey, your suggestions are already changing the face of our company and our product.

Survey June 2005 results:

of respondents 27 of 225

1. Our goal is to respond in a timely manner. Please rate your most recent experience.

Rank	☺	☹	☹	☹	☹
Respondents	9	4	6	1	2



2. In reference to the above question, what was the call related to?

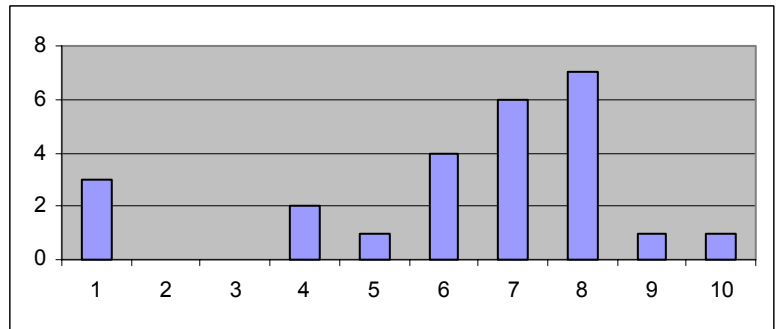
- Hardware	8
- Software	18
- Sales/Administration	0

3. How did you log the service call?

- Rinax Web Site	4	- Phone	22
- Fax	0	- Other	0

4. What is your skill level with Rinax Software? (rate from 1 - **Newbie** to 10 - **Expert**)

Rank	Response
1	3
2	0
3	0
4	2
5	1
6	4
7	6
8	7
9	1
10	1



5. Do you think you would benefit from additional training?

Yes	20
No	5

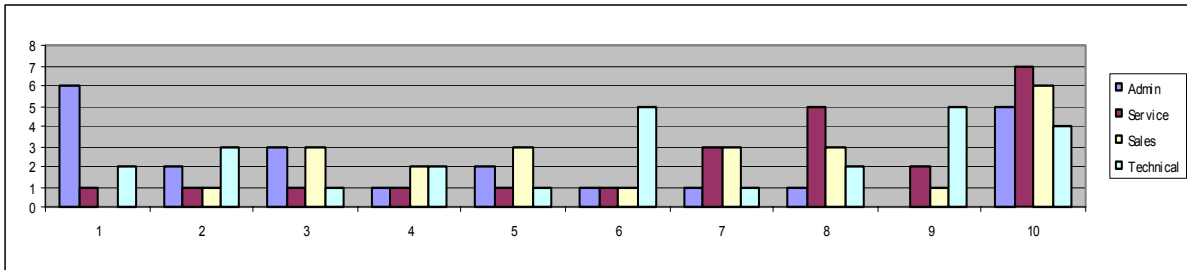
6. Knowing that individual training can be a larger investment, would you prefer a classroom setting with other attendees, still prefer individual on-site training or be interested in an on-line Web class?

- Classroom	10	- Web class	10
- Individual	3		

AND THE SURVEY SAYS... (CONT'D FROM PG 4)

7. How important are periodic visits from Rinax representatives?
(rate from 1 - *not important* to 10 - *crucial*)

Administration		Service		Sales		Technical	
Rank	Responses	Rank	Responses	Rank	Responses	Rank	Responses
1	6	1	1	1	0	1	2
2	2	2	1	2	1	2	3
3	3	3	1	3	3	3	1
4	1	4	1	4	2	4	2
5	2	5	1	5	3	5	1
6	1	6	1	6	1	6	5
7	1	7	3	7	3	7	1
8	1	8	5	8	3	8	2
9	0	9	2	9	1	9	5
10	5	10	7	10	6	10	4



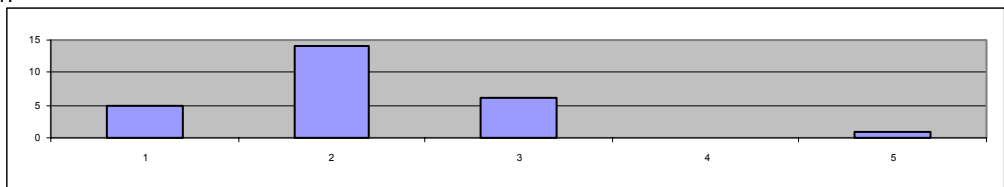
8. Would you be willing to fund a visit from Rinax?
Yes - 0
No - 26

9. Are you receiving good quality responses to your support questions?
Yes - 11 Sometimes - 15
No - 0

10. Are we asking you enough questions to help solve your concerns?
Yes-17 Sometimes-7
No- 1

11. How would you rate Rinax in general?

Rank	Rating
1	5
2	14
3	6
4	0
5	1



12. What suggestions do you have to help improve our customer service and build our business relationship?

Responses	Comments
1	Already doing it (this survey)
1	Catalogue needs improvement
1	Focus on stabilizing current software
1	Headsets need replacing
1	Local representative please
1	Quicker response time
2	Offer realistic delivery dates
2	Make it more simple to use
2	Wants training/operations Manual
3	More frequent contact and business communication
3	Need better trained AE support staff
8	No comment

CRYSTAL REPORTS COURSES

For all of you who already have Rinax X4 for Windows, and for all who want it, learning how to use Crystal Reports® for custom reporting can be a huge asset. Many community colleges offer courses in this software, but if you can't find one that does, we have good news. Rinax is planning a Crystal Reports© training course.

We have some great ideas for putting this course together, but we need your feedback to really make it work. Our plan is to provide a two day basic training course and a two day advanced user course to run consecutively. We can run this in the winter or the spring, or both if there is enough interest. Each two day course will be approximately \$560 per person (subject to change) and will include course materials. This will be a classroom setting with 10 to 15 attendees.

So, now we need your feedback. If you are interested in this course, please answer the following and fax back to us at (403) 243-8009.

Your Name: _____

Your Company: _____

Contact Phone Number: _____

I would prefer to attend the course in January / April (circle one)

I would be interested in taking the Basic course / Advanced course / Both courses (circle one)

How many people from your company would attend this course? _____

Additional Comments and Suggestions: _____

Thank you – please fax this page back to us at (403) 243-8009

LCD SALE!

It's time to toss that big old CRT display and replace it with a slim LCD.

LCD52V-BK	NEC LCD 15" (Black)	ONLY \$329
LCD52V-WH	NEC LCD 15" (White)	ONLY \$329
LCD72V-BK	NEC LCD 17" (Black)	ONLY \$359
LCD92V-BK	NEC LCD 19" (Black)	ONLY \$439

(limited availability, prices subject to change, offer valid only on stocked inventory)

Contact our sales team at (403) 243-4074 or sales@rinax.com to order.

