

# A Message From ABA



*A newsletter for the customers of A Better Answer, Inc.*

## Healthy...

**B**efore having a physical, begin with your toes and go to your head - and write down everything that has bothered you inside and out for the past few months. Our bodies connect in mysterious ways.



## Wealthy...

**T**he more austere our budgets the more we need to occasionally take just a little money and do something fun. Too much sacrifice, even when it is for a good thing, causes resentment and ultimately failure.

## ...and Wise

**Y**ou can never be old and wise if you were never young and crazy!



## E-Commerce Trust Marks

**What is it? Do you have one? Do you need one?**

**A** trust mark is a form of advertising that demonstrates that a website meets the requirements of a trusted third party. It gives cyber shoppers confidence that the company displaying it is a safe place to do business. They are proven to help drive sales and enhance a website's competitiveness. TheFind, a rapid growth online shopping center, discovered that companies displaying a trust mark on their website received 18.5% more click-throughs than their peers that did not display the seal.

The most widely recognized trust marks were McAfee, Verisign, Paypal, BBB (the Better Business Bureau) and TRUSTe. Those businesses that allow purchases to be made through the website using credit cards or other online pay options will surely enhance their business by having a trust mark. However, there is a cost involved in having your business and security measures authenticated and it is not necessary for every business merely advertising online.

As a consumer, knowing what security signs to look for when visiting a website or a search engine is helpful. If customers can see clear contact details and a telephone number then they will feel more confident that they can get in touch if they have any problems when making a purchase. Usually potential customers will make a judgement about the company as soon as the website pops up. If it looks professional and well-designed, the trust factor is increased.

While trust signs are not new, we are seeing more and more of them in use every day. Knowing what it is all about gives consumers confidence.

## Tell Us Right Away

**I**t is 3:30 on Friday afternoon. The weekend is upon you and you can't wait to walk out the door. Just have to forward the phones to the answering service and let them know who is on call --- Uh Oh!

You have a new person on call – did anyone notify the service?

3:30 on a Friday afternoon is NOT the time to tell us you have a new person, a new phone to dispatch to (especially not a whole department of new phones) or a new procedure. We will turn ourselves inside out to accommodate your needs; we understand that sometimes mistakes happen. BUT, we are likely to have to pay someone overtime to be able to do what you need. Due to the complexity and intricacies of our system, only a limited number of staff can make programming changes. Doing a "rush job" can cause errors that may create problems for you and for us.

Please be sure to inform us of any changes to your account as soon as you know about them. Working together, we can make your service as close to perfect as we can make it. That's our job and our passion!



### Our Services Include

- 24-hr answering &
- Dispatching service
- Dealer Locate
- Hotlines
- Reservations
- Receptionist Service
- Voice Mail –many selections
- Patching (via 3-way calling)
- Special designed programs
- Voice mail programs safeguarded with passcodes
- Appointment setting
- Elevator monitoring
- Tow Services for Car Dealers
- Secure Messaging HIPAA compliant
- E-mail and/or fax delivery of messages
- Wakeup Services
- Holiday Coverage

### A Better Answer:

214 Fulford Avenue  
Bel Air, Maryland 21014-0927

### Phone Numbers:

Baltimore Metro. Area  
**410-879-8600**  
Harford County local  
**410-838-1588**  
Toll Free  
**1800-346-2517**

### On-Call info can be sent to:

Fax: 410-893-1321  
Phone: 410-879-8600  
E-mail: rscottaba@aol.com,  
cathy@abamail.com

### Customer Care Contact:

410-879-8600 - Pat, Brian,  
Rick or Cathy will assist you

### E-mail:

**abetterans@aol.com**

### Website:

**www.abetteransweronline.com**

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(t/a ABA)



**A Better Answer, Inc.**

## The President's Letter

**D**ear Friends,

Every year or so a whole new crop of buzz words appears, this year, "Branding", seems to have been exchanged for "Employee Engagement". I look around our office and smile; our industry invented employee engagement!

In a span of half-an-hour one of our agents might take a call from a mother who has a child with a high fever. The agent instantly becomes understanding and sympathetic, yet all business as she gets the vital information required by the physician. Her next call might be a very agitated person who is locked out of his apartment with something on the stove, he "only stepped out to get the paper, and the door slipped shut" he explains. This call has to be expedited since the pot may well boil dry and end up in flames. No sooner is that call completed when the next call is a person who has stayed home from work because their AC is broken and the repair person has not shown up on time. When you are hot, you're HOT, but when your time is being wasted – whew, that agent is going to get the brunt of the fury.

This is not an easy job, but we care! Each caller is met with just the right amount of caring and compassion. Each agent is engaged in being the best representative of your business that they can possibly be. You can count on our employees being engaged on your behalf. It's what we do – and did long before it became the buzz word of the month.

Sincerely,

*Pat Scott*



## Washington Looks at Cybersecurity

**T**he National Small Business Association recently reported that the President of the organization, Todd McCracken, testified before the House Committee on Small Business highlighting the serious concern cybersecurity issues pose for America's small-business owners. The hearing focused on the current state of cyber-security for small firms and steps that can strengthen their efforts in information protection. "In the last few years, cybersecurity has emerged as a significant problem and concern for the small-business community," McCracken told the committee. By the end of 2014 half of small businesses had reported having been the victim of a cyber-attack. In addition, small firms today cite the average cost of a cyberattack at \$20,752 per attack, up from \$8,699 two years ago.

McCracken urged lawmakers to move forward on establishing streamlined cybersecurity guidelines and protocols, but cautioned against a knee-jerk reaction that would place a disproportionate burden on America's smallest firms, according to the report. "Any legislation should provide clear, simple steps for companies to follow when their data is breached and must balance the need for greater information sharing with privacy rights," McCracken said.



## Life in 25 Words or Less

**“Y**ou can have everything in life you want, if you will just help other people get what they want.”

*-Zig Ziglar*

## Gotta' Giggle

**A** new mother gave birth to a little girl and tells the nurse at the hospital - "I think I will call my little newborn Anna."

Nurse - "I'm Sorry, that name is already taken, but you can name her Anna532 or Anna\_153."