

CYBERTOOLS CHRONICLE

Insider Tips To Make Your Business Run Faster, Easier And More Profitably

Cybertools, Inc.
10410 187th St E
Puyallup, WA 98374

INSIDE THIS ISSUE

Reviving the 'Customer First' Philosophy
P. 1

Get your FREE "Cyber Security Tip of the Week" P. 2
P. 2

Mike Rowe on The Power of Authenticity
P. 3

TRUST

By Hernan Diaz



We'll pause from your regular stream of business book content for an award-winning fiction novel called Trust.

Trust by Hernan Diaz is an enthralling Pulitzer Prize-winning novel that masterfully blends genres and timelines. Set against the backdrop of New York's roaring '20s and the Great Depression, it delves into the lives of Benjamin and Helen Rask, a power couple whose fortune is as immense as the mysteries surrounding it. Diaz skillfully weaves a complex narrative that challenges readers to discern fact from fiction, exploring themes of wealth, power and deceit.

This literary puzzle captivates with its deep dive into class, capitalism and the influence of power on reality. Both a gripping tale and an intellectual journey, Trust offers a fascinating exploration of personal relationships and societal constructs, making it an exhilarating read.

TURNING DOWN THE VOLUME ON STRESS:

Why Leaders Are Choosing Mindfulness Over Hustle

Meditation and mindfulness practices have been studied in a range of contexts – from college students to hardened marines (who showed faster stress recovery with mindfulness-based mind fitness training). Leaders who meditate think more clearly, stay calm in chaos and make smarter decisions. You don't need a mountain retreat to channel the Zen; meditation apps like Headspace, Calm and Insight Timer provide pocket-sized guided sessions to ease into this practice anywhere, anytime.

Want to meditate without interruptions? Just hit "Do Not Disturb" on your phone. On Android, swipe down and tap "Do Not Disturb." Apple folks, find it under "Settings" > "Focus" > "Do Not Disturb." Customize it to keep those calls and notifications quiet. This way, you can meditate peacefully and stay sharp for those big business moves.



WHAT'S NEW AT CYBERTOOLS

Customer service is paramount for Cybertools. Offering white glove service is a heartfelt desire. In 2023 we engaged in a year long training with the same company that trained the employees of the Ritz-Carlton, Tesla, Starbucks, and Chick-Fil-A. We earned a WorldClass Customer eXperience trained certification for our work. This training was so amazing that we will be continuing our work this year.



This monthly publication is provided courtesy of David & Aubri Stone, owners of Cybertools, Inc.



OUR MISSION:

To build a community of success-minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.



Aubri Stone

REVIVING THE 'CUSTOMER FIRST' PHILOSOPHY

A Journey Towards Exceptional Service

In the ever-changing landscape of business, customer experience has become a pivotal factor in determining success. Too many people report the service they get today as poor and are frustrated by the time and effort they must forth with customer service departments to reach a desired outcome. Long gone are the days of "customer first" or "the customer is always right" philosophies. I don't think it is because CEOs and business owners aren't trying to instill those ideals into their staff's interactions with their customers, it is just that they don't have control over a whole new set of challenges that finding, training, and retaining today's employee brings to the table. I long for the days of old and especially in this department. I recently visited the countertop department at Home Depot to inquire about getting new counter tops for my kids' bathroom. It was a ghost town. After pressing the "Press Here for Help" button and awaiting 10-12 minutes, I walked up to the front counter to see about getting help. The nice but tired looking lady manning the self-checkout registers told me she didn't think anyone was here in that department. She graciously offered to have someone from paint come help me. Although the lady from the paint department was kind and helpful, she didn't know how to run the computer for the countertop department. We sat in awkwardly while she radioed someone for help.

She also wasn't sure of the pricing or the time frame we should expect. She admittedly shared that she wasn't the one who would be able to offer advice on the differences between the counter tops. Really? If she can't help me, then who can? I waltzed out of the store that day realizing I was going to have to learn more about countertops than I ever desired to. And I wasn't sure where I would find the time to do it. After many weeks, I hadn't gotten anywhere because who has time to research this on your own when you have 3 teenagers and an entire staff full of people to take care of. So, I went another route, Costco. I mean they always have everything else I need, so why not counter tops. Their representative was helpful and knowledgeable. She could at least explain the differences between the products I liked and helped me to narrow it down to get a quote. The process was also prompt and I had a quote in my hands in less than 3 days. However, the quote for a small set of counter tops in a bathroom was \$12,000. Three months later and I still don't have counter tops. Is this really where we are today? You either get poor service or service that costs more than a year of community college. This frustration and many others like them sent us on a quest to flip the script on the customer's experience. As an owner of an IT company, I frequently felt the frustration my clients faced when interacting with my staff.

continued on page 2...

...continued from cover

I have an amazing staff, so it wasn't because they weren't good quality people. This had more to do with the training I mentioned earlier. This industry has the added challenge of employing incredibly smart people who tend to be introverted, analytical in nature, and not as comfortable with social interaction. For years we have recognized that helping people with their IT problems is more about the people. However, dealing with people wasn't second nature to this talented crew of technicians. And although most of them came out of a trade school where they learned their craft, they weren't taught what it means to connect with the customer and offer white glove service. Due to the challenges users face with using technology to run their businesses we found it necessary to engage our staff on a quest to offer a World Class Customer Experience.

Finding the Dujulius Group was a blessing in our quest to standardizing and improving our customer service. This group has trained and worked with some of the best customer service businesses in the world including Star Bucks, Chick-Fil-A, Telsa, and The Ritz-Carlton. Our engagement in a yearlong

training with their company became the cornerstone in shaping Cybertools' customer-centric philosophy but also facilitated meaningful changes in our customer's experience with our organization.

This journey brought us to an understanding that exceptional customer experiences are not merely a result of individual interactions but a holistic approach, Cybertools sought to empower its workforce with the skills and knowledge necessary to deliver world-class service consistently. With the direction of the DuJulius Group we began to listen to our calls and understand when to spot frustration in a client's voice. We thought about how the person on the other end of the phone was feeling and even made a video that depicted a typical day in their life to help us connect with them on a deeper level. When they shared something special in their lives with us, we noted it and shared with the others in the office. We began to develop a set of rules for what we should never do and what we should always do. Like never interrupt, always listen. We role played and quizzed each other. We made learning the material a center of our Friday lunch trainings. We congratulated each other when we got it right and helped redirect each other when we made a mistake. We developed a customer service action statement "Making IT Simple with a Smile".

We dedicated ourselves to live by this statement and measured our interactions against it. We looked at our processes and talked about where they were breaking down and how we could make non-negotiable standards in those areas. Then we took it a step further and asked ourselves how we could go above and beyond. I was so proud of my people; they were excited to put these new strategies in practice and they worked hard to do it. We are still working on standardizing our customer experience cycle with the goal of making sure all our clients can get a similar experience from each of us. But this last year has brought many great changes.

I have witnessed a noticeable shift in our organization's culture. Our employees have embraced a customer-first mentality, viewing every interaction as an opportunity to create a positive experience. The training not only equipped employees with practical skills but also fostered a sense of ownership and accountability for the customer journey. We still have a lot of work to do, and I see this as an ever-evolving process. But we have started the journey and are dedicated to bringing back the 'Customer First' philosophy to a world that needs just a little more kindness. No doubt there will be ongoing discussions about customer experiences and how to improve them, we will likely never be perfect, but this journey has given me a sense of nostalgia of the customer service experience of the past. Leading people can be challenging but this challenge is one I am excited to continue.



In today's marketplace, where consumer trust is the linchpin of success, authenticity emerges as a key differentiator for businesses. Who better to break down the power of authenticity than one of the most down-to-earth TV personalities in America – Mike Rowe?

Known for his unscripted, real-life experiences, Rowe has had a career – spanning from his unconventional presentations on QVC to his adventures in Discovery's Dirty Jobs – that offers rich lessons on the power of authenticity in life and business.

Balance Authenticity And Authority

In 2001, Rowe worked at San Francisco's KPIX-TV. Eventually, he started a segment called "Somebody's Gotta Do It," where he interviewed tradespeople. Rowe imagined that he, the host, would explain the interviewee's work to the audience. After all, that's how his hosting experience had been so far.

Down in the sewers of San Francisco with Gene Cruz, Rowe began his opening line for the show. Just then, human feces splattered across his face. In response, Cruz said something that later became Rowe's mantra: "Down here in the sewer, it's best to keep your mouth shut." But Rowe kept trying his line – and failing. Between invasive cockroaches and rats, he couldn't get it right. Finally, Rowe gave up and let Cruz do the talking. The show was a massive hit and later became Rowe's foundation for his legendary performance on Dirty Jobs.

Instead of talking as the expert, Rowe let the real expert talk. In the city sewers, he realized he had to strike a new balance between expert authority and authenticity in order to connect sincerely with his audience.

At that moment, I transitioned from – what I would call in cable TV anyway – the age of authority, where all the information came from an expert or a host, into the age of authenticity we're living in today, where the viewer is more skeptical and prefers to get their information by watching a conversation instead of a lecture," he explains.

Somewhere between authority – knowing your business and having all the facts – and genuine authenticity – being completely yourself with no offense (which your audience doesn't want to see anyway) – is where authenticity lives, Rowe says. The key to building a loyal audience is to figure out how to strike that balance.

Authenticity Is More Than Passion

In an early episode of Dirty Jobs, Mike plunged into a septic tank alongside Les Swanson. After 15 years as a guidance counselor and psychologist, Swanson had left his career to start a septic-tank-pumping venture near Madison, Wisconsin.

"It was Les Swanson who said to me, 'I'm not here because I'm passionate about septic tanks,'" Mike reflects. "I'm here because I wanted to do something different."

Rowe's journey mirrored a similar path. He'd crawled into sewers and septic tanks, using his skills in conversation to shine a light on others' important work.

"The lesson isn't to not have passion. Passion is important to follow – bring it with you in all things," Rowe says. "But real job satisfaction comes from finding an opportunity and finding a way to be great at it, and then finding a way to love it."

SHINY NEW GADGET OF THE MONTH

HP Sprocket Portable Photo Printer

The HP Sprocket Portable Photo Printer is a little gem for photo enthusiasts. This pint-sized printer brings your digital snaps to life directly from your smartphone. Its Bluetooth connectivity is a breeze, and the ZINK Zero Ink tech means no more splurging on cartridges. What you get are vibrant, smudge-proof 2" x 3" sticky-backed photos, ready to stick anywhere.

But here's the kicker – it's not just a printer. With the HP app, your photos can get a makeover with funky filters and stickers, making each print uniquely yours. Ideal for parties, this gadget lets multiple friends connect and print simultaneously, each with their own LED color cue. Super portable, it's like carrying a photo booth in your pocket. Charge it up, toss it in your bag, and you're set for 35 prints of fun.



WHAT OUR CLIENTS HAVE TO SAY

"Having Cybertools just a phone call away has helped us to focus on what we are good at. We do not have to try and troubleshoot computer/software issues anymore. Having their Complete Care package allows us to get a fast response. Hiring Cybertools has saved us a ton of production time and stress, especially during our busy season. I would recommend giving Cybertools a try, the only thing you will regret is not hiring them earlier. Their money back guarantee makes it easy to try them."

Jarod Postlethwaite
RF Company, CPA's



"I DIDN'T KNOW":

Unfortunately, That Excuse Doesn't Replenish Your Bank Account, Resolve A Data Breach Or Erase Any Fines And Lawsuits.

It's coming...

That day a hacker steals critical data, rendering your office useless...
That day when your bank account or credit card is compromised...
Or that day when your customers' private lives are uprooted...

Cybercriminals and hackers are constantly inventing NEW ways to infiltrate your company, steal your assets and disrupt your life. The ONLY way to STOP THEM is this:

You Must Constantly Educate Yourself On How To Protect What's Yours!

Now, for a limited time, we have the perfect way to help reduce your risk and keep you safe! Simply sign up to receive our FREE "Cyber Security Tip of the Week." We'll send these bite-sized quick-read tips to your e-mail inbox. Every tip is packed with a unique and up-to-date real-world solution that keeps you one step ahead of the bad guys. And because so few people know about these security secrets, every week you'll learn something new!

Get your FREE "Cyber Security Tip of the Week www.cybertools.us/tech-tips



CARTOON OF THE MONTH

