



In this issue that  
**STEMs** from  
Science,  
Technology, and  
making that work for  
you!



Customer of the Month  
Discovery Center of Idaho



A magical place – based  
in Science and Learning

[www.dcidaho.org](http://www.dcidaho.org)

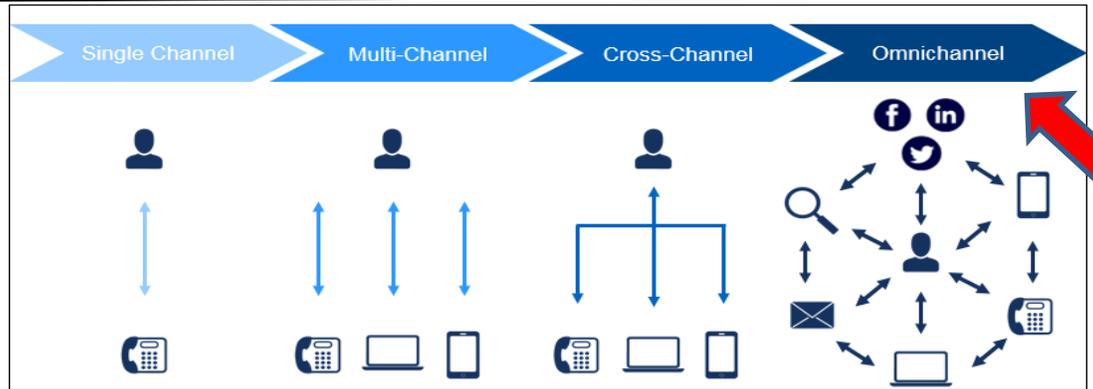
My professional life,  
passed in front of me –  
but I got better



## DataTel

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### My Wake-up SMS

**True Story:** I was at the office of the IT director of a county in Idaho. He called two employee’s cell phones for some information. In both cases, the response was an automated message; “The person you have reached has a mailbox that is full.” The IT director got up from his desk and we walked across the courtyard into the department that he was trying to contact. “Guys, your mailboxes are full.” A young man and woman shot him a “well, *duh*” look. The man said, “I know, but I don’t want to talk anyone” as she nodded in agreement. “What if it was an emergency?” asked the IT director. “They’d text,” said the woman, as if explaining that if you fell into water you’d get wet.

Since I’m a little slow, the implications of this exchange didn’t register until I was heading home - “*I don’t want to talk to anyone.*” That’s like telling car builders, “We don’t want to drive.” It shakes the foundation of our industry – that said, people will always need to get from A to B and people will always need to communicate – just in other ways.

When wearing my ‘sales’ hat, I’ll ask folks, “How do your customers ‘talk’ to you?” I need to change that to ‘interact’ – especially with a younger, more tech savvy, and social-media focused demographic moving into positions of leadership and decision-making.

As with all macro change, also comes opportunity. In this case, it’s the opportunity to project a **huge presence**, no matter the actual size of the business. “Contact Centers” (actually ‘head and heart centers’) can be a **single person**, empowered with tools that allow he or she to attend to hundreds of people using **many communication methods** (omni-channel - above) to achieve any manner of things – from ordering to expanding offerings, to customer care/engagement/education and real-time marketing and sales.



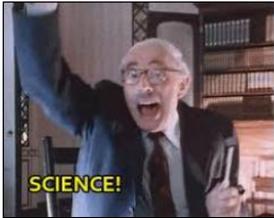
What People Believe

At DataTel – we have fantastic and expanding omni-channel interaction tools - **many of which require no major capital outlay at all.** It doesn’t matter how large or small your business actually is – it is what people *perceive* it to be. Come on! Call us!

Actual Size (for now)



## Client of the Month



### Does your know-it-all Science Professor Know these facts?

Babies are born with about 100 more bones than adults.



100 + Baby!

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The Eiffel Tower is about 6" taller in the summer – thermal expansion.



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One level teaspoon of a neutron star would weigh about 6 billion tons.



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It takes 8 minutes and 19 seconds for light to travel from the sun to the earth



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Prosopagnosia is a disorder that makes it difficult to recognize faces



LEARN & EXPLORE

This group is a local Rock Star – and the launching pad for so much greatness! Their work and fun extends deep into the hearts and heads of kids of all ages. What the DCI provides to the community and to the State is fantastic as it is immeasurable. Such is the gift of discovery – it's limitless as the imagination of the person it touches – and this happens at the Boise facilities and with DCI's traveling exhibitions.



DataTel is super-proud to provide the latest in telephony for DCI as well as directing services so all the kids have lighting fast upload and download speeds for their tablets at programs like the "Early Coder Camps" – one of scores of camps DCI provides to ingite a passion for science, technology, engineering and math (STEM) !

**Ashten Goodenough** is the Director of Operations. I asked her about the impact of the new Mitel phones and tools in their facilities. *"It's been wonderful – we used the phones a lot and things like the cordless handset in the front have been so helpful."* DataTel also placed a UC360 presentation tool in the main conference/planning room.



**Christy Shira** is DCI's Finance Director – her life was made easier by the value price and and "one-call for it all" to DataTel for all services associated with telephony.

Take the learning fun home!

Please – honor yourself by visiting this wonderful place at 131 W. Myrtle Street in Boise directly next to Julia Davis Park – and learn much more at [www.dcidaho.org](http://www.dcidaho.org).



I'm beside myself about this place!