

The Nordic Problem Solvers: Knocking on Your Door

Over the years, many of Nordic's new business opportunities have come through referrals from happy customers. In the world of information overload, we realized that a great reputation could take us only so far, particularly with Nordic's specialty: solving business problems of all sorts, using technologies like the Internet and custom software. Most businesses are busy just doing what they do best: providing products or services. They don't have time to step back and uncover their problem, let alone find a solution. Putting our problem solvers on the street, knocking on doors, lets people find out about us.

Sometimes, in talking with our staff, a business discovers that what they thought they needed is not relevant. For example, one business we visited thought their problem was a bank of files filled with paper that should be digitized. As we talked with them, we realized that in this case, the paper was not the problem – their information was already digitized! What they really needed was a better way to share the information with their customers.

Nordic was able to propose a simple web-based application that would allow customers easy access to the information. Customers would go online to search, view, and print the

information themselves, with almost zero demand on staff time.

Says Nordic's president Cathy Kowicki: "Sure, we could have scanned their documents, re-digitizing what they already had in digital format, and made some money. But this would have left their original problem unsolved – their customers still would have needed easy access to that information. At Nordic, we like to solve the real problem. That way, everyone benefits."



Selena Pivrotto and Carol Lebert: Nordic's problem solvers

If you think you could use some help but don't know where to begin, call Nordic and schedule a free consultation. Let's talk! One or both of us could benefit.

Cathy's Column

Cathy Kowicki
President



Recently I've seen people take a fresh look at their advertising strategy. For example, Yellow Pages ads are expensive: \$600 a month for a quarter-page ad. People ask me, "Am I really getting the best return on my advertising investment with this ad?"

I tell them, "That depends. If your customers always look for you in the phone book, maybe you are. But if more and more people are looking for you online, you're getting less and less return on that Yellow Pages investment."

One way to learn how your customers find you is to ask them, either formally, with a simple questionnaire, or informally, in conversation. If you don't get many positive responses from your Yellow Pages ad, consider a new strategy: reduce the size of your ad, or shrink it to just a line listing, and invest the money you have left over in your Internet presence.

To make the Internet work, you need to know your audience. Do a little research into who your potential new customers are, and what makes them tick, before investing in an online presence. You might find yourself turning more and more to the web for communicating with existing customers and gaining new ones.

PUTTING TECHNOLOGY

TO WORK FOR PEOPLE



We're Putting the
Web to Work
for Small Business

Nordic Interactive is coming soon. *Win a free web design, worth \$1,500*

Our small business customers want to know what the web can really offer them, so we are creating Nordic Interactive.

Learn how you can jump ahead of your competition and make the web work for your business. Go to www.nordicinteractive.com today and sign up to be notified of the exact launch date. Be sure to enter offer number 006-N626. We'll register you to win a new website, valued at \$1,500. Offer ends July 31, 2006.

A Subsidiary of Nordic Technologies

Putting the Web to Work for Small Business

At Nordic, we hear business owners say they can't afford a website. We'd like the small business community to understand that they may be losing money without a website. Every day, more people are searching for products, services, and local businesses on the Internet. In March of 2006, users of Google, one of the most popular Internet search engines, were conducting 91 million searches per day. Add to that other search engines (such as Yahoo, MSN, and AOL Search), and you can begin to grasp the impact the web is having on people's buying behavior.

Return on Investment

There are tangible dollar benefits when you invest in the web, especially when compared with print materials. A well-designed web site will increase your customer base,

because people can find you more easily. Your site can also increase the amount of money existing customers spend with you, when you publish coupons and specials on your site. Most importantly, when you invest in a web presence, you are building an asset, not just incurring an expense.

Dollar for dollar, a website offers the best return on investment. Hundreds, even thousands of people can find you on the Internet; a relatively small response is expected from the Yellow Pages or direct mail.

Less tangibly, a professionally designed website lends credibility to your image. An original website expresses your business values, attracts new customers, reinforces customer loyalty, and promotes your reputation in your community.

Marketing Tool	Type	Initial Cost	Ongoing Cost	Audience
Quarterly Direct Mail	Expense	\$8,000	\$8,000/yr	750-1000 potential customers
Annual Yellow Pages Ad	Expense	\$7,200	\$7,200/yr	Small geographic area
Brochure Website	Asset	\$1500 and up	\$360/yr	Local, national, and even worldwide
E-commerce Website	Asset	\$4500 and up	\$1,200/yr	Local, national, and even worldwide

Can You Afford Not to Invest?

Every business needs at least a handsome site with an address, phone number, hours, and directions. Being found by local customers is a must. Soon after you get an effective website up and running, your business can be found by millions of online searchers. Then, with web based marketing you can attract and retain even more customers.

What do Your Customers Want?

After your site is in place, ask whether you want to make your products and services available online. Is your competition already on the Internet, or will you be the first? Analyze what your competition has, and discover what they are lacking.

Assessing Your Existing Site

Ask employees, friends, and customers for honest impressions. While tastes vary, the more observant users will notice details that make your current site difficult to understand or to navigate. An easy to use website keeps your customers happy.

Thinking About Your Audiences

Define different types of customers who will visit your site. For example, a hotel's customers could break into segments like business travelers, vacationers, and local businesses looking for a place to host events. Find ways to entice every type of customer to your site.

Keeping Up with the Internet

In this short article, we can't provide all the information you need to leverage the Internet. At the Nordic Interactive learning center, you will discover ways to use the Internet to connect with your customers-- from basic brochure sites to full fledged interactive relationships. For more information, visit www.nordicinteractive.com.

ARE YOU READY FOR E-COMMERCE?

Often, e-commerce demands sophisticated preparation and implementation, as well as ongoing maintenance and support. Help is available to you as you consider your e-commerce options.

E-Store Management

Most business owners are too busy to input and update their product information. Nordic can get your online store up and running, and keep it up to date after launch.

Call Center Services

Nordic Technologies can be your first line of defense for your e-commerce customers. Our call center technicians can be your sales partners, handling phone orders, returns, and customer service. You can track customer interaction and sales activities via a web-based portal solution.

Order Fulfillment Providers

When your online business becomes successful, you suddenly have a problem: filling 1000 orders a week when you used to fill 50 or 75. You can outsource some or all of your order fulfillment to a service provider dedicated to that business. Your fulfillment provider is physically storing, picking, packing, shipping, and tracking your order. You can keep tabs on how they are doing with reports related to their activity.

Nordic's consultants can help you assess your e-store management needs, design a call center, or choose an order fulfillment provider. For more information, or to ask for a free consultation, contact Nordic Technologies at 866-799-0220.

LEARNING ABOUT THE INTERNET

Nordic problem solvers often hear things like "We already have a website; my niece did it for us." Or, "We have a website with our phone company," which means only that they are listed on the Internet in a Yellow Pages directory fashion -- quite different from having a real web site! Hearing people's perceptions of what having a web site means

has helped us realize the need to educate business owners about the web and how just "having a site" can be enormously limiting.

To address these educational needs, we are creating a Learning Center on Nordic Interactive (www.nordicinteractive.com). Sign up to be notified when we launch.

PUTTING TECHNOLOGY

TO WORK FOR PEOPLE

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What our customers are saying about...

Nordic's Web Development Services

"Our students, staff, and customers have given us great responses to our new site. Nordic got it up for us in just one week, and we love it! We are so pleased that we have already referred two of our business associates to Nordic for website work."

Pat Hammill, Manager
Brighton Institute of Cosmetology



Paper Claims Processing Services

"When we got the first payment reflecting Nordic's billing work for us, we were overwhelmed. It was the largest check we had ever received from Medicaid! I'm also pleased with the turnaround time, which was only a few weeks."

Judy Nowak, Reimbursement Specialist
Michiana Hematology Oncology, PC

Nordic's Web Application, www.eCLAIMSadmin.com

"We love this system. It is easy, failsafe, and the turnaround for Medicaid payments is phenomenal!"

Lorraine Smith, Office Manager
Dental Center of New Baltimore

Win a free web design, worth \$1,500!

Learning about the Internet

Are you ready for E-commerce?

Inside:

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