



aspadvisor

Welcome to the October edition of the **aspadvisor**.

Volume 1, Issue 11

October 2007

Email Etiquette

For businesses, email is fast becoming a preferred method of contact. It's fast, it's low cost, and it provides a true record of information sent and received. But these benefits can also be negatives if email is used incorrectly, making you less efficient, appear unprofessional, and expose your business to liability. By following the below email rules, you can avoid the negatives, and use email to it's full potential.

Be concise and to the point

Do not make an e-mail longer than it needs to be. Remember that reading an e-mail is harder than reading printed communications and a long e-mail can be very discouraging to read.

Answer all questions, and pre-empt further questions

An email reply must answer all questions, and pre-empt further questions – If you do not answer all the questions in the original email, you will receive further e-mails regarding the unanswered questions, which will not only waste your time and your customer's time but also cause considerable frustration. Moreover, if you are able to pre-empt relevant questions, your customer will be grateful and impressed with your efficient and thoughtful customer service.

Use proper spelling, grammar & punctuation

This is not only important because improper spelling, grammar and punctuation give a bad impression of your company, it is also important for conveying the message properly. Be sure to read your email before you send it, to check that you are getting your message across. And, if your program has a spell checking option, why not use it?

Do not write in CAPITALS

IF YOU WRITE IN CAPITALS IT SEEMS AS IF YOU ARE SHOUTING. This can be highly annoying and might trigger an unwanted response.

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asp tests - Wireless Entertainment Desktop 7000

Microsoft have released a shiny new wireless keyboard and mouse set to compliment Windows Vista. The mouse has its own pad which will charge the mouse batteries when the mouse is placed on it, and the keyboard is extraordinarily thin and light, feeling more like a laptop keyboard than a desktop keyboard. It's small enough and light enough to use on your lap, and can be used up to 9 metres away. Of course, if you're 9 metres from your desk, you're probably not going to be able to reach the mouse, but that's okay, because you have the navigation pad on the right, and the left and right mouse buttons on the left, allowing you to control your PC from a distance. If you can see it, that is.

There are a number of Vista specific buttons, such as Gadgets, which displays the Windows Sidebar, plus a bright Windows button at the bottom of the keyboard. A similar button is located on the right hand side to launch Media Center, which is only included with the Home Premium and Ultimate versions of Vista. The F keys have been replaced by touch sensitive areas at the top of the keyboard, however there is a set of keys that have entirely disappeared, and accounts personnel will miss them most of all. This keyboard does not have a numeric keypad.

It is, after all, an entertainment keyboard, and so many of the features won't be put to good use with Vista Business, but you can have some fun with it.

Microsoft are promising the release of the Wireless Entertainment Desktop 8000 very shortly, featuring essentially the same mouse, with a rechargeable version of the keyboard, which is expected to be quite a bit more expensive.

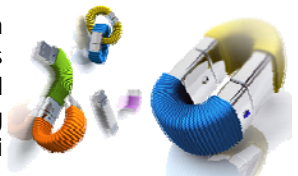


I want it - how can I get it?

The Wireless Entertainment Desktop 7000 is available from **asp**.

Flexible Storage

These funky USB drives are called Memory Infinite, and can be plugged together to create one large storage drive. It is claimed that you can share files by separating the drives, and while we love the concept, we're a little dubious about pulling them apart and maintaining data integrity. Designer Vicky Wei is looking to have them mass produced, so we'll find out then.



Six Word Story

Easy. Just touch the match to

- Ursula K. Le Guin

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asp recommends - asprally

The **asprally** is on the 27th and 28th of October, in and around the Kuitpo Forest and Southern Vales. Admission to all spectator points is free, so come out and catch all the live rally action you can handle. Check out **asprally.com** for the full spectator guide, including the final entrants list, closer to the event.



Saturday 27th October

Knott Hill—Peters Creek Road, Kangarilla

10:10am—11:40am 2:10pm—3:40pm

Kuitpo Airstrip—Brookman Connor Road, Meadows

11:40am—1:20pm 4:20pm—6:00pm

Lanac Park—Munetta Road, Mt Compass

1:10pm—2:40pm 6:00pm—10:00pm

Sunday 28th October

Wickhams Hill—Top of Toops Hill Rd (off McLaren Flat - Kangarilla Rd)

10:10am—11:30am 1:30pm—2:40pm

Willunga Hill—Victor Harbor Road

10:30am—11:50am 1:50pm—3:00pm

Hindmarsh Tiers—Cnr Greenhill & Sawpit Rds (off Victor Harbor Rd)

11:00am—12:20pm 2:20pm—3:30pm

Email Etiquette

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Answer swiftly

Customers send an e-mail because they wish to receive a quick response. If they did not want a quick response they would send a letter or a fax. Therefore, each e-mail should be replied to within 24 hours, and preferably within the same working day. If the email is complicated, just send an email back saying that you have received it and that you will get back to them. This will put the customer's mind at rest and usually customers will then be very patient!

Do not overuse the high priority option

We all know the story of the boy who cried wolf. If you overuse the high priority option, it will lose its function when you really need it. Moreover, even if a mail has high priority, your message will come across as slightly aggressive if you flag it as 'high priority'.

Use a meaningful subject

Try to use a subject that is meaningful to the recipient as well as yourself. Try to be concise, as long subjects won't appear properly on your recipients email program, and if there's no text in the email body, it will likely be picked up by spam filters and never reach the recipient.



Vaguely Interesting

Google Search Tips

Google searches can often return pages of results that have nothing to do with what you're looking for. The following tips should help you find what you're after.

Search within a range : You can search in Google within a desired range. You need to type in the range as separated by ".." but make sure you specify the unit as well.

For example: LCD 21..32 inches

Synonym Search with "~"(Tilde) sign : If you want to search for the term as well as it's synonym, then just add the "~" sign in front.

For example: ~fun~image would return fun image as well as joke image, humor image, joke pic, etc

Omit certain word with "-"(minus) sign : If you want to omit certain word, you can add the "-" sign in front of your search term.

Definition search :

For example: if you search define:lcd, you will get definition of lcd all over the net

Use of "?"(question mark) sign : If you are uncertain about the spelling of the word or you want all possible words, you can use the "?" sign.

For example: if you search sun?day, you can get results such as sun earth day, or the word sun-day

Search for exact phrase with quotation mark "": If you want Google to search all the words you type, use quotation marks.

For example: if you search "just like that" with quotation marks, you will get results containing exact phrase "just like that"

Partner Profile

asp has been working closely with Dr Rodney Kurtzer and his rural surgeries for going on 10 years.

You may have heard of Rodney before as he was an ardent supporter of the CSIRO's Total Wellbeing diet well before it was released as a hugely successful book. He was printing copies from the internet, having over a third of the residents of his town using it with about 150 people still on it today. In recent months, Rodney has made the decision to leave his practice in Cleve, South Australia and take up a position in Temora, a country town in NSW that has been seeking a doctor for quite a while.

Rodney's decision has been a difficult one as he enjoyed the Cleve area and a successful and fulfilling practice. The move has brought him considerable media attention, as he has flatly refused to accept the \$500,000 "sweetener" being offered to a GP to take the Temora post.

Through his refusal, the plight of rural health has been highlighted and the media spotlight shone on it.

asp is extremely proud to partner with Rodney, and wish him all the best in Temora.