



A Monthly Newsletter for patrons of RC Technologies
October 2021 Vol. 19 No. 10

Custom and Personalized Products No Longer a Trend. Add To The List, RC In-Home Wi-Fi

Socks with your pet's face on them.

A kitchen towel with a favorite recipe of grandma's.

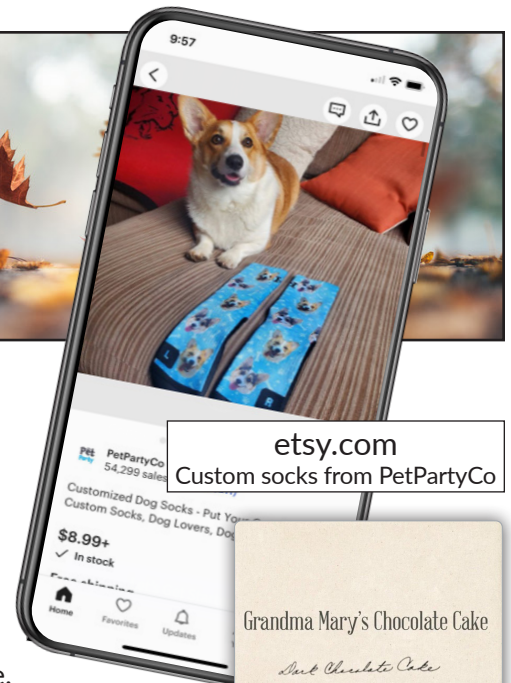
A favorite brand of shoes you created on the company's website designed in a perfect color combination that you, and only you, may have.

These custom and personalized items are super unique and make meaningful gifts.

Customization and Personalization of Things may have been considered a trend in the beginning, but it has become hot market. Why? Because customers are wanting it. The increase of online shopping over the years has contributed to it and so has the rise of social media and self-expression.

The advancement in 3D technology like, scanners, 3D printing, 360° imagery and photography has also allowed customization to be implemented into business.

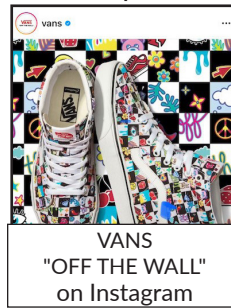
Customers are more likely to be engaged and are delighted to be a part of the design or creation process adding to the customer experience. Companies can deliver products and services consumers will buy and with higher satisfaction which makes customers and businesses happy!



etsy.com
Custom socks from PetPartyCo



canvastry.com
From recipe card to a kitchen towel



Customize Shoes

nike.com/nike-by-you
vans.com/custom-shoes
converse.com/shop/custom-shoes

<https://www.forbes.com/sites/forbestechcouncil/2021/02/25/the-future-of-smb-retail-custom-and-personalized-products/?sh=39f2e5236727>
https://www.nytimes.com/2020/03/18/business/customization-personalized-products.html?mc=aud_dev&ad-keywords=auddevgate&gclid=CjwKCAjwy7CKBhMEiwA0Eb7ajbhMxvWANrlyGD_kGws-jD8KRvqDv4uo0RP0FQI-kIGM-9trI_lwRoCHGYQAvD_BwE&gclid=aw.ds
<https://www.prnewswire.com/news-releases/made-to-measure-online-driven-by-chatbots-lanier-us-fashiontech-insights-unveils-top-trends-about-americans-fashion-purchase-habits-300562432.html>
<https://www2.deloitte.com/content/dam/Deloitte/ch/Documents/consumer-business/ch-en-consumer-business-made-to-order-consumer-review.pdf>

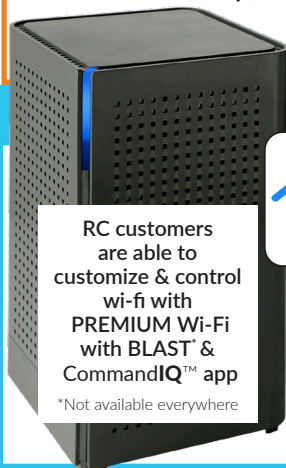
Customize Apparel, Home Decor & More!

APPAREL

Check with local and area businesses who do embroidery, screenprinting and custom stickers, banners and signs

Home Decor

canvastry.com
etsy.com
vistaprint.com
shutterfly.com



RC customers are able to customize & control wi-fi with PREMIUM Wi-Fi with BLAST & CommandIQ™ app

*Not available everywhere



Customize Your RC Wi-Fi

Call RC Technologies at (605) 637-5211
or put in a request online at <https://www.tnics.com>



PREMIUM Wi-Fi

BLAST (router) + CommandIQ app

- View devices connected
- Create family profiles
- Ability to reset password
- Ability to reset Wi-Fi network name



**The Universal Connectivity Fee
found on your phone bill has decreased from
31.8 percent to 29.1 percent
for the fourth quarter of 2021.**

Ten-Digit Dialing Begins Oct. 24, 2021

RC has had information out about the ten-digit dialing announcement for sometime, with the deadline approaching it bears repeating. You will need to dial ten-digits (area code + the telephone number) for all local calls beginning **October 24, 2021**.

What is Ten-Digit Dialing?

A ten-digit dialed telephone call requires entering both the area code and the seven-digit telephone number to complete a telephone call, even if the area code is the same area code as your own. When the area codes transition to ten-digit dialing, you will no longer be able to dial seven digits to make a local call.

Why Is Ten-Digit Dialing Necessary?

There are more phones in America than there are people, and each phone needs its own phone number. Beginning in the early 1990s, some areas began to add a second area code for local calls. Dialing both the area code and seven-digit number was necessary to ensure the call reached the intended recipient.

In 2020, the FCC established the "988" as the new, nationwide three-digit phone number for the National Suicide Prevention Crisis Lifeline.

The new three-digit dialing code will be available nationwide by July 16, 2022 and will provide an easy to remember and easy to dial three-digit number to reach suicide prevention and mental health counselors, similar to "911" for emergencies or "811" for calling locating of utilities before you dig. To facilitate the creation of "988", area codes that use "988" as a local exchange, or the first three digits of a seven-digit phone number, will need to use ten-digit dialing.

How Should I Prepare?

Add three-digit area codes to telephone numbers you call programmed in your devices, cordless phones, fax machines, etc. to include the area codes of the people or places your trying to call.

RC will be adding area codes to the Telephone Directory so everyone gets use to seeing the ten-digit phone numbers.

For more information, please visit the FCC website.

Fall is Here!

Time to capture "Fall in South Dakota" the theme for the 2022 RC Directory Cover Photo Contest

Mail pictures to: RC Technologies
c/o Directory Cover Photo Contest
PO Box 197
New Effington, SD 57255

Photos and images should be...



Or, images can be emailed to: marketing@rctechteam.com
Deadline for submissions is November 19, 2021

RC Directory Cover Photo Winner

20
22

maybe
You!

Active RC Patron
RC Service Area

?

RC Directory Cover Photo Winner



Connie Brandenburger
New Effington

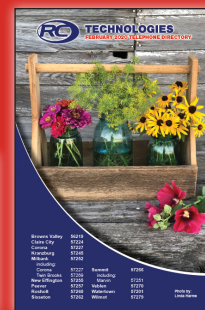
2021

RC Directory Cover Photo Winner

2020



Linda Harms
Corona



RC Directory Cover Photo Winner



Tara Anderson
Wilmot

2019