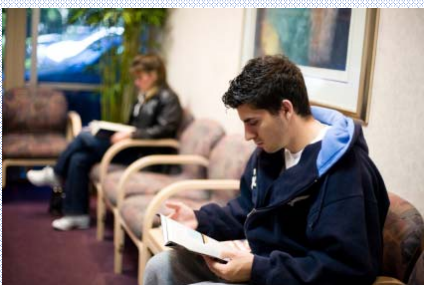




A newsletter for the customers of Rochester Telemessaging Center

Healthy...

Have a doctor's appointment? Bring a book or magazine from home – those in the



doctor's waiting room have probably been coughed on, and germs can live on paper for up to 72 hours!

Wealthy...

When you are trying to save, don't put your money where your mouth

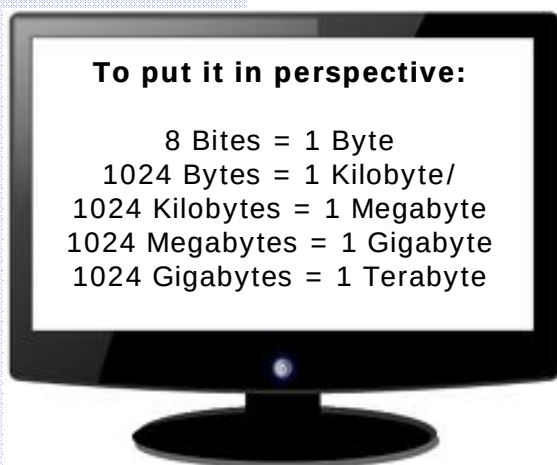


is! Most of us spend unwisely on food. Fast food lunches, lattes,

meals from the deli and restaurant dinners hit the budget hard. Plan meals ahead, cook on weekends to save \$\$\$.

...and Wise

Save those photos! Priceless photos are lost when phones are lost or damaged. Once a month, or more, download photos to your computer or a photo management program and back them up immediately to an external hard drive or online.



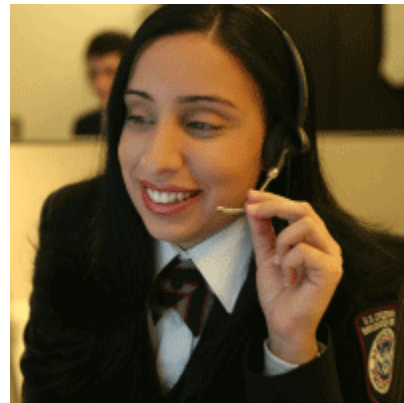
To put it in perspective:

8 Bites = 1 Byte
1024 Bytes = 1 Kilobyte/
1024 Kilobytes = 1 Megabyte
1024 Megabytes = 1 Gigabyte
1024 Gigabytes = 1 Terabyte

Government Outsources Immigration Calls

The U.S. Citizenship and Immigration Services (USCIS), a division of the Department of Homeland Security, has outsourced their customer service calls to an independent call center. This is exciting news for the thousands of answering services throughout the US as it shows the expanding role our companies are taking in government, as well as the private sector.

People applying for citizenship or who need immigration assistance generate more than 150,000 calls per month and USCIS is looking to the private sector to improve quality and efficiency in answering calls and resolving issues. The contact center will field common questions from immigrants relating to citizenship applications, and the status of applications in progress. Many answering services are able to handle these kinds of service requests either using existing software, or through the use of third party software. This call center will be using Microsoft Dynamics CRM – Microsoft's customer relationship management solution; off-the-shelf software that is available to anyone.



"The capabilities of the Answering Service/Contact Center industry are underutilized by most of its current clients," according to Dan L'Heureux, Executive Director of the Great Lakes Telemessaging Services Association. "Answering calls and obtaining and delivering messages has been the traditional role of these businesses and is often thought to be the limit of their capabilities. Today however, they not only provide voice communications, they are able to gather specific data and process electronic transmissions such as e-mail, web-chat and text messages, making their services much more valuable to the end user."

We share this article because we want you to understand the wide scope of things we can do on behalf of clients. As communications become more sophisticated it makes sense to outsource. We outsource many aspects of running our companies, from cleaning and landscaping to accounting and payroll. It makes sense to allow someone else to do time consuming or specialized, complicated jobs; saving time and money!

Zettabytes and Yottabytes

Once upon a time (not so very long ago) we stored very structured data on our computers. Indeed in 1981 Bill Gates, CEO of Microsoft at the time, stated, "640K of Memory ought to be enough for ANYBODY!" Even Bill Gates did not for see the vast amount of information we would be storing only 20 years hence, or the very messy, unwieldy form some of it would take.

Today we save not only those financial spread sheets and text documents he was familiar with at that time, we save photos and videos, we save likes, tweets, links and pins! We upload over 35 HOURS of video to YouTube every MINUTE. A kilobyte is a ridiculously small amount of storage in today's computing world. Most external hard drives sold today hold a terabyte of information. At the rate of big data growth we are experiencing today we can expect to reach 2.7 zettabytes of data stored worldwide this year!

A zettabyte is one sextillion bytes of data. It's equal to 1,000 exabytes or, 1 million petabytes or, 1 billion terabytes. What's next is the Yottabyte – which is equal to 1,000 zettabytes of stored data. In the past year or so we have increased our data storage 48%. Twenty years from now, will a Yottabyte seem as small as 640K does today? Perhaps.

Our Services Include

Answering Service
Appointment Scheduling
Attendance Line
Call Overflow
Call Screening
Customer Service/Help Desk
Dealer Locate
Emergency Service Dispatch
Inbound Surveys
Membership Renewal
Product Orders/Service Orders
Remote Receptionist
Voice Mail
Website Orders

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Refer a new client and receive a Base Rate credit.



The President's Letter

Dear Friends,
As the weather warms and we get closer to school letting out for the summer, allow me to remind you that WE need to be in on your vacation plans. If you are going to turn your phones over to us while you are away, or you have someone else on-call for your business, the sooner we know the better. We want to be sure we have good staffing for you, as well as time to program any changes into your account profile and message formatting.



This is also picnic time – if you are planning a company picnic or outing and are closing for the day we really need to know. Even if your company is small and the calls would be easily absorbed by our regular daytime crew, if two or three companies all close on the same day (and that has been known to happen) we may not be prepared for the extra volume. We are fortunate that we have people we can call in, but we need to alert them in advance that they may be needed.

This is a good time to review your account profile to be sure that we have your newest people and protocols listed.

I wish you all a wonderful summer season!

Sincerely,
Herb Chinowski

Disaster Preparedness—Ready or Not?

In the past decade we have seen more severe weather than we could have imagined. But NOW is the time to imagine what COULD happen and prepare to mitigate the result. Disaster PREPAREDNESS beats disaster RECOVERY, or at least makes it much, much easier. Just ask the residents of New Jersey or New York, Florida or Louisiana, Kansas or Oklahoma, or even California. Hurricanes, floods, tornados, wild fires or earthquakes are rarely predicted early enough to make serious changes that can prevent harm to local businesses. Those plans need to be made well in advance. Begin now to be ready for the possible summer drama.

We recommend beginning with a meeting including your top people; announce a date in the future when an imaginary natural disaster will hit your area. YOUR business is the epicenter. Let that pre-selected date be your goal for being ready. Discuss what could happen, what the likely conditions will be, what the damages could be, and how to protect your equipment, your people, and your customers. Remember back in elementary school when you took part in fire drills? Create a disaster drill. The time is now.



Your answering service should be an active part of your disaster preparedness program. We will be the common denominator that will allow you to stay in touch with your customers, your employees, and even your family. A bit of planning now will mean a better outcome later if Mother Nature turns on you! Call us, bring us into your meeting, we can help. (And don't worry – we have a disaster preparedness plan of our own.)

Life in 25 Words or Less Gotta' Giggle

“A good conversationalist is not one who remembers what was said, but says what someone wants to remember.”

—John Mason Brown

By working diligently eight hours a day, you may get to be the boss and work twelve hours a day!