

A newsletter for the customers of Rochester Telemessaging Center

Healthy...

Keeping a burn or cut open to the air is a myth – wounds heal faster when



they are covered and hydrated (Vaseline works just fine – so do medicated salves like Neosporin). New skin cells grow twice as fast when this method is used, there is less scarring, too.

Wealthy...

Take advantage of free ATM services even if your bank does not have one nearby. Check to see if your bank is a member of Allpoint, MoneyPass, or CO-OP Network. If so you can get access to thousands of fee-free machines all over the country. Go to their websites for information.



...and Wise

Change it up a bit! Routine causes mental ruts! Drive to work a different way, select something different at your favorite restaurant – in fact select a different place to eat. Every time you challenge your brain to add something different, you expand and improve your ability to think. Add mental stimulation whenever you can.

What's in a Name?



began to fall. This is due, in part, because the technology had not caught up with the needs, and in part because people did not see it as a profession.

A couple of decades ago the industry began to change. Quality was important and it began to be measured. Answering Services that wanted to avoid the tired image of the words “Answering Service” began calling themselves Call Centers. Large companies appeared that were dedicated to taking orders for advertised items, and they took the name Call Center. Answering Services began to take on the more boutique needs of smaller companies and the differentiation continued to blur.

As communications become so much more sophisticated than they were just a few years ago, and we are able to handle not only voice calls but internet chat and response, the names Response Center and Contact Center and Service Center have been added to the mix. All those names and we are still the same basic service. If a canine is a pup, a pooch, or a dog, and a dog is man’s best friend, then perhaps, no matter what name we use, we are still your Businesses’ Best Friend.

It is a canine, a pup, a pooch or a dog, or even a breed, and if the name fits...

The problem in our industry is – we don’t know what to call ourselves. When those first pioneers began answering phones for businesses, they called themselves Answering Services, and that name made a lot of sense. It is what they did! However, over the years, as more and more people got into the business, the overall quality

Security Concerns

Security becomes a bigger concern for business owners and managers every year. In these times of tight cash flow it’s difficult to take the precautions we’d like to take to safeguard our businesses and our employees. There

are some excellent fake security cameras on the market today that look completely authentic right down to wiring and LED lights. These inexpensive replicas create just enough doubt to make would be criminals shy away and go on to a better risk.

Whether your cameras are real or imitation you should always have information posted clearly on your building regarding the right people to contact in an emergency. Using the name and telephone number of your answering service provides further anonymity; it assures you that authorities will always get an immediate answer. We are here for you 24/7 and we know who to reach and how to reach them without posting their personal numbers for all the world to see.



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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The President's Letter

Dear Friends,

The year 2013 is half over and it is time to take stock and see where we stand as compared with the goals we set for the year. As with most years, we seem to have completed a few projects from the list right away, as well as some that were not even on the list in January. We're still working on a few, and there are a couple that seemed important as the year began that we just aren't as enthusiastic about now.

That is pretty much the way every year works out, and it is a good reflection of life in general. We sometimes become very excited about an idea, but it doesn't stand the test of time.

Other ideas just take on a life of their own and become high priorities. Some of our clients have been doing exciting things since they have been reading our newsletter and recognizing things that we can do for them to make their lives easier. One gentleman told me, "When I began thinking of your service as an 'employee' I found all kinds of ways that you could keep me from hiring a part-time person in the office. You are a *part-time person*!" We laughed, but it is true; where else can you find someone who works **ONLY** when there is actual work to be done, and for whom you never have to pay unemployment, payroll taxes, or benefits. Our people are your people, but they never sit idle, or leave for the restroom, or gossip, or leave the lights on, **AND** you don't have to pay medical insurance on our employees!

Why not look at your list of goals for 2013; are there things that you want to accomplish that you could ask us – your *part-time person* to help with? We'd be happy to help you complete your "To Do List" in any way we can. We work for you.

Sincerely,

Herb Chinoski



Just Patch Her Through



“Is there a way you could just connect a caller to me when they have an emergency?” The caller asking that question had been our client for a few months and had experienced a few emergency calls in the middle of the night. “It is difficult for me to get the call from you, write down the name and number of the caller and then call them back. Your people know what I consider to be an emergency and you have never called me in the night for something that is not an emergency, so I trust your judgment. Is there some way you could keep the caller on the line while you are calling me and then just... connect us together?”

Actually, we often do that for clients; it is called Patching and it is a very convenient way for our clients to save time and

trouble when their callers need them quickly. It is not only a great way to connect in the night; it is convenient for people who are often on the road. Occasionally our client will be unable to talk to the caller when we contact them and that's not a problem; we simply take a message as we usually would and explain that the person they need to speak with is not available. We'll let them know when they can expect a call back from you and send confirmation of the message to you. It's simple, effective, and expedient! Our customer's love it, and so will yours. Ask us about patching today.

Life in 25 Words or Less

“Half the troubles of this life can be traced to saying yes too quickly and not saying no soon enough.”

—Josh Billings

Gotta' Giggle

“I wish there was a rollover plan for those childhood naps that I refused.”

—Tom Reandeu