



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

Plain old soap and water is still the best way to keep germs from spreading in the cold and flu season that is nearly upon us. Wash your hands thoroughly several times a day to help maintain your good health.



Wealthy...

We are beginning to see offers to transfer balances from one credit card to another with low, low interest rates. This can be an excellent way to keep more of your money in your own pocket – if you resist the temptation to add more charges to the card you just paid down or off.

...and Wise

Never stop learning! There are hundreds of excellent business and self-help books on the market. Buy one (or borrow one from the library) every month and learn something new. You never know when that knowledge will help you grow your business or yourself!



What Is It?

It is a remote control, a key, a camera, a library, a game system, a flashlight, a map, a GPS, a flash drive, a recorder and so much more! “The cell phone is NOT a telephone,” says Don Norman of the Neilson Norman Group, “It is a – I don’t know what it is. A communications device? A tool I can carry in my pocket?” Norman is a consultant and author of *The Invisible Computer*, a book that predicts “that computers will eventually be so integrated into everyday items that they will vanish.”

It is easy to see, with every upgrade of cell phones, we have more capability and more power. Researchers at Nokia speculate that in less than a decade the cost of storage will have fallen so low that it might be possible to store every piece of music ever written on a single chip that could be included in each phone. Within a few years a cell phone will have enough storage capacity to video the user’s entire life.



The tiny phones of just a few years ago are now becoming bigger as we use them for almost every process we used PC’s for just last year. Now you can use your “cell” phone for checking e-mail, writing documents, doing calculations and finding almost any information. Just ask Siri or say, “OK, Google” and you have your answer in seconds. You can text messages by speaking your thoughts into the phone, and wonder of wonders, you can still make and receive an old-fashioned phone call and actually talk with the person you are calling!

October is Customer Service Month

All of us realize that when customer service is good our business relationships are also good. In her web article, *8 Rules for Good Customer Service*, Susan Ward’s number one suggestion for good customer service is, “Answer Your Phone! Get call forwarding; or an answering service. Hire staff if you need to. But make sure that someone – a PERSON - is picking up the phone when someone calls your business.” Obviously, this is preaching to the choir since customer service is what we’re all about!

Other points in the article noted that we need to keep our promises, LISTEN (yes it was said in all caps) and finally “give complaints 100% attention.” We know how important it is to live up to those conditions and our customer service surveys show it. Moreover, our customer centered attitude extends to all of your callers. We are a part of your customer service department. We’ve all heard the adage, “Everybody sells!” Well, everybody in the company provides customer service too and we work very hard to be sure that it is excellent customer service.

The importance of making sure your callers have a good experience when they call your office is magnified when they reach your answering service. When customers can’t speak directly to the person they called they can become frustrated. Our agents make sure your callers feel confident that you will get their message. At Rochester Telemessaging Center, you don’t just have a contact center – you have a Customer Care unit devoted to your business.



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,
Many of you know that our industry holds many conferences throughout the year, some centered around our equipment and some simply dedicated to education and quality of service. At all these meetings we learn as much from gathering in the lounge and local restaurants and comparing notes as we do in the more formal settings. This year our national healthcare situation has been a big part of the educational sessions as well as off-site conversations.



Our business is labor intensive. Our ‘product’ is people answering your phones. We grapple with the insurance options and the frustration of our staff members when things go wrong. Clearly we are all going to be paying more for health insurance no matter how we provide it for our employees. As we are struggling to understand the requirements for those companies that have under 50 employees and those with over 50 employees – the magic dividing line- we are hearing troublesome comments among our fellow contact center owners. “I am going to be moving a lot of our calls off shore again!” said one owner. Others were in agreement.

I am NOT in agreement with that statement! Your calls are going to be answered by Americans. Our agents are going to remain right here in the US. Our taxes will go to our United States government and so will those of our employees. We will continue to support it, our citizens and our clients, with labor right here in the US.

Sincerely,
Herb Chinowski

Bring More Business your Way

This is the perfect time of year to get the attention of your clients and potential customers by having a promotion of some type. Holding an Open House, giving a short demonstration, organizing a charity walk, having a contest or even offering a promotional giveaway will all bring additional attention to your business. Perhaps you offer an instructional video or a special cookbook or calendar perfect for holiday giving. We can take orders for you. It could be a special offer ... a first aid kit for the first 200 people who make an appointment for a flu shot for example. Give us a slot of times and the answers to callers’ frequently asked questions and we will do the rest.

We are here to assist when you have something special going on. We can take the reservations, fill in schedules, give information, and in some cases, even assist with mailing or notifications. Every business is trying to do as much with as few employees as possible in this economy. Now is not the time to cut back on reaching out to clients. Our advertising might need to take on a different look and feel so we still need to make sure our services are attracting attention. Consider the “part time

employees” (at your answering service) that you already have when looking at how to build your company and your advertising. You would be amazed at the things we can help you with at a very reasonable price.

Call us at 1800-462-3550

LET ROCHESTER
TELEMESSAGING
HELP YOU GROW!



Life in 25 Words or Less

“The only thing that will stop you from fulfilling your dreams is you.”

-Tom Bradley

Gotta’ Giggle

“Call Center Agent: “Thank you Ma’am. Your confirmation number is A like ‘Apple’, Z like ‘Zebra’, Q like...”

Customer: *cheerfully* “Q like ‘Cucumber’?”

Call Center Agent: “Sure. Q like Cucumber it is.”

