



*A newsletter for the customers of Rochester Telemessaging Center*

## Healthy...

**W**e see an average of 19 doctors in our lifetime; take control of your medical records, keep copies yourself and make sure that the physicians you are working with currently all know your past medical history. It matters.

## Wealthy...

**W**atch those pre-checked boxes on trials and free offers; you may be agreeing to something you really don't want – like ongoing purchases or memberships.

## ...and Wise

**T**ake time to squander, reflect and relax. It's not time to worry about the "To Do lists". Call it "Smelling the Flowers" or "Me time". Whatever the name, just commit, and DO IT!



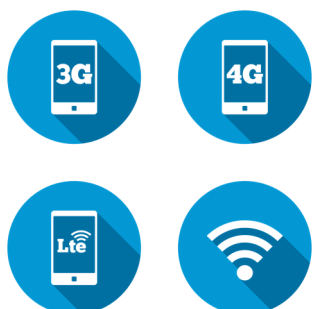
## 3G and 4G and LTE, Oh My!

**L**ions and Tigers and Bears are all mammals and 3G, 4G and LTE are all Networks; more specifically networks that we rely on for Smartphone communication. 3G and 4G both stand for the "Generation" of network technology; LTE stands for Long-Term Evolution and is more about improving wireless broadband speeds to meet today's needs and those of the future. But what in the world does it all mean to us, the average user?

3G (Third Generation) technology was the first to have sufficient speed to provide reasonable service on a smartphone. Each of the major carriers developed their own 3G platforms and one was not compatible with the other. (Thus an AT&T phone will not work on a Verizon network.)

4G networks are much faster and still evolving. Today, we have 4G and 4G-LTE. Actually when you see just the 4G designation it probably means a High Speed Packet Access (HSPA) network. The HSPA network is a faster version of a 3G network. The 4G LTE networks are the most advanced in terms of speed. LTE networks can download

data between 5 and 12 megabits per second while 3G networks range between 3 and 8 megabits per second. Data transfer speeds are important to those of us using smartphones and tablets as well as those downloading and streaming video and interacting with games.



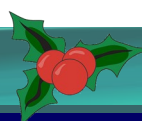
To sum up the oversimplified information supplied in this article, LTE technology provides the fastest cellular data network available, and the speed difference between 4G LTE, 4G (HSPA), and 3G can be quite noticeable.

## When In Doubt - Dispatch It Out!

**E**very once in a while we get a call that doesn't quite fit your protocol. You have given us the circumstances in which we are to reach out to you - either by phone, text or e-mail to give you a message from a caller. Some clients have very explicit directions regarding when we should dispatch out a call and when we should hold a message. About 98% of the time there is no doubt in our minds how a message should be handled. Then there is that other 2% when there is something troubling about following the protocol.

You have given us items/circumstances that we are to call you but a caller may be insistent that someone be reached or the situation is outside your protocol and warrants a call out. Or perhaps we worry about the message. Is it time sensitive? Can injury, harm or property damage occur because of a delay in holding the message?

We ask our agents to determine if the situation outweighs the protocol set in place. Rochester Telemessaging Center empowers our agents to call you "to advise" of a situation. Our motto is "When in doubt – dispatch it out!" I would much rather have a client annoyed because we bothered him or her than be upset because we didn't!



**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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800-462-3550      Toll Free

**E-mail**

info@rtcenter.com

**Website**

rtcenter.com

**On-Call info can be sent to**

248-651-9181      Office  
248-651-2129      Fax  
info@rtcenter.com      e-mail

**Customer Care Contact**

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Refer a new client and receive a Base Rate Credit



The President’s Letter

Dear Friends,  
Another year is drawing to a close – they go by much too quickly now, don’t they? I think it is because we live in the future, the next appointment, the next chore, the next day or week. Even when we are living in the present it seems rushed, pressured. It is hard to relax over lunch when you have to get a report done by close of business. It’s hard just to enjoy family time when you are thinking about errands and chores and other things that need to get done before the day ends.



As we look forward to 2016 let’s promise ourselves that we will find ways to move a bit slower, to enjoy the things we are doing – in the moment. Our kids grow up too quickly. Our friends pass through our lives too quickly. Our families don’t get enough of our time and our attention and our love.

I’m giving myself a gift this year. The gift of saying “No” to some of the requests made of me. I am going to learn to tell people “I can’t possibly add another thing to my schedule this week or month.” I’ll tell them, “I have a commitment I can’t get out of.” I do; a commitment to slow down, to pay more attention to the things that are important to me. I have a commitment to spend more time with my family and to learn to actually relax. I am taking a lesson from “Wise” in this issue. I am scheduling time for me. I hope you do the same.

Sincerely,  
*Herb Chinowski*

First Impressions Last

We all know the importance of a good FIRST impression – and we pledge to give YOUR callers the very best initial impression - always. Your company name is always spoken clearly and succinctly, never rushed or slurred together. Your callers are greeted warmly, never “slammed on hold”. They are given plenty of time to identify themselves and their reason for calling; most of the time they are never put on hold at all. These are all things that are simply a part of the excellent service you and your callers deserve and receive.

We think that there is another very important impression that is sometimes overlooked. We give your callers a great LAST impression too! Before the conversation is concluded we have confirmed the telephone number and the spelling of your caller’s name. We have confirmed the message, and made sure that your caller understands what we are able to do on their behalf. We never promise YOU will do something but we do tell them how we will handle their message.

Most importantly we make sure that when your caller disconnects the phone they are left with the impression that their call will be handled appropriately; that the person they spoke with was engaged in the call, that they took it seriously and were happy to assist them. That is what your customers will remember. That last impression – It can mean everything and that great impression is what your caller remembers at the end of their call. We want it to be excellent - Always.

Life in 25 Words or Less

“From what we get, we can make a living; what we give, however, makes a life.”

– Arthur Ashe

Gotta’ Giggle

Charlie Chaplin once LOST a Charlie Chaplin look-alike contest. It was won by his brother.

