



*A newsletter for the customers of Rochester Telemessaging Center*

## Healthy...

Eat Chocolate Every Day!  
Experts say dark chocolate lowers blood pressure, relaxes artery walls and reduces the risk of heart disease by 11%. Daily dose: two ounces with at least 60% cocoa content (one ounce if you need to lose weight)



## Wealthy...

For better control of your money, open the mail, review the statement and pay the bill. By paying bills as soon as they arrive (or at least scheduling the payment) you have the room to maneuver if one bill is higher than you expected.

## ...and Wise

To help prevent identity theft ask to be removed from mailing lists for preapproved credit cards. These provide a goldmine of information for thieves. Visit [optoutprescreen.com](http://optoutprescreen.com) or call 1888-567-8688, toll free.

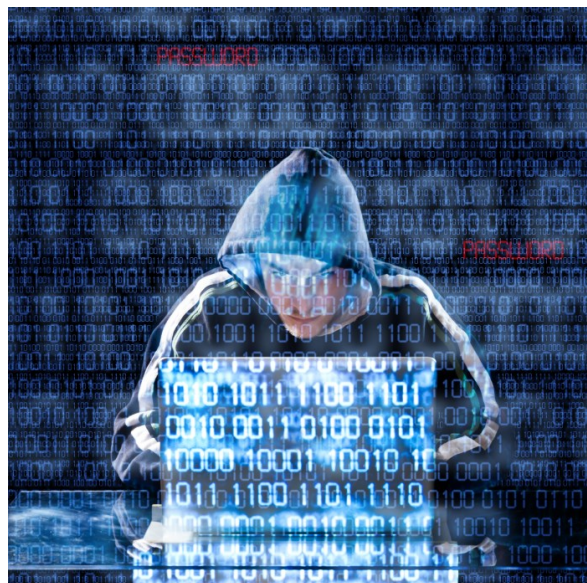


## Cyber Security

Cyber Security seems to be becoming an oxymoron. In the wake of so many retail breaches of private information, it is time to begin scrutinizing credit card statements and other bills with great care. Especially review those small fees! We tend to skim over charges under \$20.00, yet this is very likely the kind of fee that cyber criminals will be charging to your account. The names of these phony companies are often a group of letters, since these are not especially memorable, or a name that is very much like other business names. When we see a name that looks somewhat familiar, with a very low amount charged we simply accept that this is a legitimate fee.

One Target customer who examined their statement closely in the wake of the holiday breach discovered two charges that were for services she had canceled years before. One was a yearly renewal fee that just happened to be on that month's bill. The other was a monthly fee of \$19.95 for a grandchild's video game subscription. In both cases she could only get a refund from the company for the past three months fees since the companies argued it is up to the consumer to review the charges.

A regular review of the products and services on all of our regular statements will help us to be sure that we are actually using what we are paying for; and that we have the best service for our needs. We encourage our clients to make an appointment to review their services with us and to learn if there are better ways for us to serve your needs.



## Beyond the SmartPhone

There has probably not been a single technical device that has had the impact the SmartPhone has had on the way we do business - not the answering machine, not the pager, not even the basic cell phone. The SmartPhone has increased the speed of business unilaterally. With a few touches of our fingertips we can access the internet and find answers to a myriad of questions. We can deposit checks and access our bank balance. We can dictate a message, the text of which arrives at another SmartPhone almost instantly. We can bring up a website and check everything from a company's location to their pricing; moreover, we can highlight a phone number, hear that familiar ring, and be connected within seconds.

As customers are able to conduct more business without assistance we'll see one-on-one interaction decrease, but when a customer needs that more individual touch, they will want (expect) it immediately. Traditional business hours are going away as our clients and potential clients either get answers from us or elsewhere. You can't be everywhere at once, but you can make sure that your answering service has the ability to answer the most frequently asked questions; and that they understand when to reach you for more.

It's important to have a good mobile presence for those SmartPhone fans, but it is equally important to have that informed personal touch available as rapidly as possible. It's time to review your account profile to be sure that your business is being represented as knowledgeably as possible.



**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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248-651-9181                      Local  
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**

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

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Refer a new client and receive a Base Rate credit.



**The President’s Letter**

**D**ear Friends,

Let me take this opportunity to publically thank the great people who answer your phones here at your service. We all know that severe weather brings out both the best and the “beast” in callers and our agents give their all to make sure that each person is treated with kindness and understanding. Regardless of the weather, our people are here for you; wave after wave of snow and freezing temperatures have not kept them from work. It is a pleasure to arrive at the office and see so many smiling faces and hear so many happy voices, even when the snow and ice are piling up.



Every business owner wants what we have here at Rochester Telemessaging Center; a dependable, cohesive team that is dedicated to providing the best service possible to our customers. As our clients, you benefit from our company culture and philosophy. This president’s letter seemed like a great way to recognize the people who answer your phones and make your callers feel good about the way they are treated; our staff members are amazing and we are fortunate that they are a part of our businesses, mine and yours.

Thank you, my employees, for your support to our clients and to their customers; thank you for your support of our people. Fortunately for all of us, this winter is just about over; I’m looking forward to spring!

Sincerely,

*Herb Chinoski*

**Let’s Get Things Done!**

**H**i. This is Mark Twain; can you tell me if the paint for my fence has come in yet? I’d like to get the labor scheduled.”

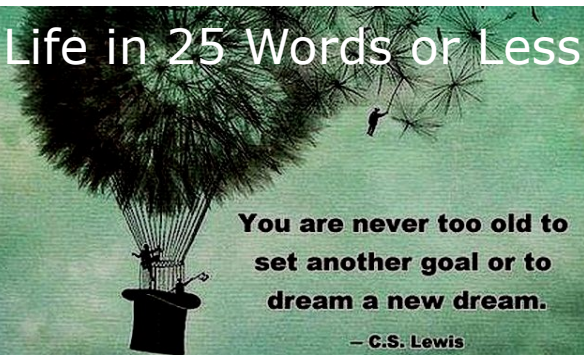
“Hi. This is Paul Revere, I see in your catalogue that there are two kinds of lanterns; can you tell me which will be seen the furthest?”

Hi. This is Susan Boyle, I sent in my test tape for the contest two weeks ago and I’d like to know if I have been selected to take part?”



Normally if the above calls came to your answering service we would have to take a message for the office. BUT, for many of our clients, we CAN answer those questions. We can use the internet to access your portal and look up the answers to these and even more complex inquiries. We can work in your software and databases, track data, read schedules, make appointments and more. By creating a portal and a password for us to work in your proprietary software, we can truly act as your secretary. If your own receptionist can retrieve this information, so can we with your permission and assistance of course.

It isn’t as frightening as you might think. You create the parameters for our access and capabilities, and we work within those guidelines to make changes on your behalf. We can only access those things that are opened for our viewing and use. Come talk with us - ask for a demonstration. From the very simple to the more complex, we can expand your labor force in a most cost effective way.



**Gotta’ Giggle**



**“A**mericans spend more time watching cooking on The Food Network than actually preparing their own meals.”