



*A newsletter for the customers of Rochester Telemessaging Center*

# Healthy...

**R**esearch has shown that drinking a glass of water before going to bed and upon waking helps to reduce heart attacks. Staying hydrated is one of the keys to good heart health – drink plenty of liquids throughout your day.



# Wealthy...

**D**on't let your AC escape! An open damper in your fireplace is an energy drain that can raise your cooling costs by 30%! Close the damper this month and look into installing an inflatable fireplace plug to save every penny you can.

## ...and Wise

It could still be a scam! Even though the bank's telephone number is displayed in your phone it is not necessarily a legitimate call. Your bank will NOT ask you for information about your account. If the ID says your bank is calling, tell them that you will hang up and call the back – if you have another number for the bank – call it and ask for assistance.



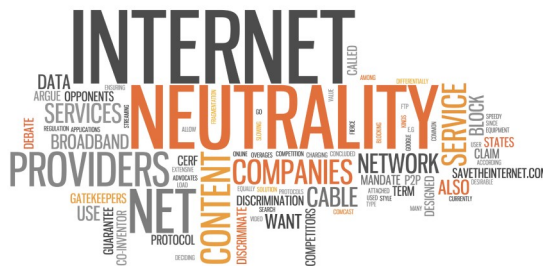
# What is Net Neutrality And Why Should We Care?

## Speed is king in the fast-paced world of the internet. We expect to watch TV and movies, listen to music, play games and download files in seconds and all without a hiccup. Net Neutrality is the principle that Internet Service Providers, called ISPs, should give all their customers (no matter how big or how small) the same service and speed. However, in the past ISPs (Verizon, Time-Werner and Comcast, etc.) were contemplating “Paid Prioritization” - the ability to accommodate customers who were willing to pay more for the privilege of having faster service. In 2014 Comcast and Verizon actually agreed to give Netflix premium service since there was no government regulation barring this practice.

Supporters of net neutrality wanted the government to reclassify internet service providers as “common carriers”, similar to gas, electric and telephone companies. Common carriers are prohibited from discriminating in providing service for any reason.

Opponents of net neutrality worried that when the government got involved they would create more and more regulations and oversight. They argued that government oversight would stifle and inhibit the environment of the internet. The Web's free exchange of information has been responsible for the phenomenal growth of the internet as we know it today.

A new chapter of the internet will now unfold since the FCC voted for Net Neutrality by a vote of three to two this February. The first week of March, a member of the House of Representatives had filed legislation called the Internet Freedom Act, which would effectively overturn the new network neutrality rules. Watch this space for more information.



## First Call Resolution = More Business!

The teaser for a recent webinar offering screamed, “74% of organizations acknowledge that they are preventing their front line from providing the best customer experience.” For patrons of sophisticated answering services/call centers that is probably NOT a true statistic. You can take advantage of our ability to give your callers a much better experience. When you supply us with enough information about your business we are able to give many callers a “first-call resolution”.

One such caller recently asked about our client's ability to replace a pump; we were able to assure the potential customer that it could be done and to schedule an appointment for the next day. Imagine if that caller had reached an answering machine or voice mail – and been required to leave a message and wait for a call back – perhaps that evening! By then he would have found someone who could do what we did.

Most typical answering services would have been able to reassure the caller that someone would get back to them and possibly when that would happen. However, being able to answer questions or offer an appointment is REAL CUSTOMER SERVICE, and gives your callers the very best outcome. We want instant gratification in today's business world and we can usually get it. If you are not making use of all the great capabilities we have to help you give your callers first-call resolution, contact us right away. Our business exists to help your business grow.



**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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**Website**

rtcenter.com

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

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Refer a new client and receive a Base Rate credit.



**The President’s Letter**

Dear Friends,  
April is Customer Loyalty month and I welcome this opportunity to say how much I appreciate your business! I know that you have choices when it comes to trusting someone to answer your phones and I thank you for choosing us. Our people truly do work for you and they care about your company and its reputation. I am sometimes surprised at how much they understand about your individual businesses. When I hear them answering your calls they sound so professional, so knowledgeable and so helpful. I am very proud of the people who work for you!



We are all involved in growing our businesses and we are in it together. Looking ahead the economy, that has been flat for so long, seems to be improving. We are seeing an uptick in inquiries in nearly every business category. It is exciting and it feels good to have new vigor and enthusiasm in our businesses and marketing. This new found optimism reminds me to thank you for your faith in us and in our ability to represent your business well. We have a unique position in your company - we ARE your company in many ways and this partnership is precious to us. It is satisfying to know that we help you to give your customers the kind of service that you (and we) can be proud of. Rest assured that we will continue to earn your loyalty.

Sincerely,  
*Herb Chinoski*

**Phishing on the Rise Again**

Phishing is a constant threat and one we should all take seriously. Essentially, Phishing is the act of luring unsuspecting people to give up sensitive information, usually through the internet or phone. Whether it is credit card data, user names and passwords or personal identification such as social security numbers or medical information, this information in the hands of the wrong people can devastate a consumer’s credit, bank account and good name.

As phishers gain more sophistication it becomes more difficult to spot. In the past misspellings and generic greetings were obvious ways to recognize an attempt to gain information by fraudulent methods. Today it is more important to know exactly who is contacting you via the internet, and never providing personal or business data without checking the source. ‘Spear phishing’ may consist of e-mails that come to a specific individual, or are directed to a person in your company, and look completely legitimate. They may apparently come from a bank, a well-known company or even a government institution. Legitimate businesses that contact you or your business should not need to ask for your personal information for any reason.

We take special care not to compromise any data our clients give us. Our job is to protect you by never giving out phone numbers, e-mail addresses or any of the other personal identifiers you entrust to us.

**Life in 25 Words or Less**

“Life’s challenges are not supposed to paralyze you; they’re supposed to help you discover who you are.”  
~ Bernice Johnson Reagon

**Gotta’ Giggle**

**Tech Support:** “Are you sure you used the right password?”  
**Customer:** “Yes, I’m sure. I saw my colleague do it.”  
**Tech support:** “Can you tell me what the password was?”  
**Customer:** “Five stars.” \*\*\*\*\*