



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

According to a Dutch study, crossing your legs, especially at knee level, raises blood pressure significantly. This is especially bad for diabetics; but all of us can benefit from crossing legs at the ankles rather than the knees.



Wealthy...

Your e-score, short for electronic score, gives banks an idea of how much they are likely to make by doing business with you. This information is generated by “data brokers” who know the value of your home, your job, and what you purchased last week. There is no way to know your e-score but consumer advocacy groups and the FTC are looking into how these companies accumulate and use data.

...and Wise



Tilt your rear view mirror up a bit. This forces you to sit straighter in your vehicle, which helps reduce pressure on your vertebrae. Stand, stretch and walk around occasionally if you are going to be driving for hours.

HIPAA/HITECH Ruling for our Equipment

On March 11, 2014, Startel, our equipment manufacturer announced that after extensive testing our Startel Soft Switch and the attendant software has been found to be HIPAA/HITECH compliant for both on-premise and cloud-based systems.

Our medical clients know how very important this is for them...

But this also means great things for our **commercial clients**. The same technology that keeps everyone’s personal protected medical information safe also keeps credit card information safe when we process customer transactions on your behalf. It means your company’s trade secrets won’t be compromised when we work in your website and relay information to your callers and clients. It means your messages are completely private when they are sent from our equipment.

We have had these capabilities and assurances for a long time. An independent company, Coalfire Systems, a third-party IT security audit firm, performed the assessment. Based on their lab testing Coalfire found both *the design and effectiveness of the control environment appropriately maintains the confidentiality, integrity and availability of ePHI data*. Our equipment vendor’s *Startel's Application Suite was found to be fully compliant with all applicable requirements of HIPAA's Technical Safeguards listed in section 164.312*. The findings of this report are based on interviews, observations, documentation, control testing and an onsite risk assessment of Startel's ePHI benchmarked against the requirements of HIPAA, HITECH and the Omnibus Rule.

We are pleased to share this important information with you and proud to be a Startel customer. This company has the same dedication to excellence for their customers as we have for ours.

Note: ePHI stands for *electronic Protected Health Information*

More Phone Calls Than You Can Handle?

You would be amazed how much we can help when something goes wrong in your business. Most of our clients call us immediately when their phones go down or their secretary is out and there is no one to answer the phones. Those are incidents where it is obvious and natural to call your answering service for help. But would you think of us as quickly if your internet was down, your advertising mailers went out too soon, or if your invoices went out with the wrong dates on them?



Whenever something happens at your place of business that is going to create additional phone calls we can be your best ally! Tell us what to tell your callers and we can pick up the load for you. There is no need to make your employees crazy with extra phone calls. That is what we’re here for, to help lessen your load. There are several ways to handle a crisis situation. We can create a cost effective “pre-announcement” that will alert your callers to the fact that you know about the issue, how you will handle things, or tell them what they can do. Only callers who need to speak to you about other things will stay on the line for your office.

For a more personal touch our Customer Service Agents can answer your calls and explain the problem to each caller. When you take the initiative to reach out when something goes wrong, your customers will be impressed rather than annoyed. We all have things go wrong occasionally; let us help make them right again.



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

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On-Call info can be sent to

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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,

I had the nicest compliment the other day. One of our long time clients said to me, “Where do you find your people? As long as I have been with you it seems like each person who answers my phone is as nice or nicer than the last one. Everyone seems to understand my company, but the really amazing thing is that they are all so darn NICE!”



That was music to my ears as it would be to any business owner. I replied that we try to hire nice people; it is one of the most important things we look for in an interview. We can teach a person to use the equipment, we can teach protocol, we can teach client information but you just can’t teach “nice”. We listen for the warmth of a person’s voice before we even invite them in for an interview. We watch the way they interact with our receptionist before we welcome them into the conference room. We ask questions about how they deal with adversity and pay attention when we take them to observe one of our agents at work. We watch their body language when they are watching us take calls.

This can be a very stressful job and we want to be sure the people we hire can handle it and still be nice. I thanked my colleague for his kind words and immediately shared his praise with our staff. We all work harder for compliments than complaints, and I love to pass them on.

Sincerely,
Herb Chinoski

Are You Utilizing Your Top Paid Employees To The Best Of Their Capabilities?



Normally the higher the salary- the more difficult the job. So why have a high paying employee do repetitive, simple tasks?

We live in a time when most business owners and managers have limited staffing and too much to do. It behooves us to keep our employee roster as low as possible, at least until we are confident that hiring an additional employee is the right course of action for us to take. The best way to run our business is to be sure that we have the right person doing the right job – all of the time. If you have high-priced people doing things that “almost anyone can do” you are wasting talent and money (and probably frustrating your employees).

Outsourcing these tasks to Rochester Telemessaging Center can save you money. We can handle forms you need to have filled out whether it is regarding window sizes for new blinds, incident reports for insurance claims or income reports for college aid; there is no reason that our service can’t do it for you.

We can work in your website or on our system and send the information to you in whatever format you need so that it downloads easily. Why allow your personnel to be interrupted with this kind of work when it can be done so economically and so well by our agents?

Call to discuss your needs today – it’s time to simplify your life!

Life in 25 Words or Less

“Nothing happens unless we first dream.

- Carl Sandburg



Gotta’ Giggle

“Always try to stop talking before people stop listening.”

- Anonymous