



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

LAUGH – Laughing dilates blood vessels, increases blood flow and improves cardiovascular health. University of Maryland researchers found that blood flow increased 22% when subjects in their study watched excerpts from a funny movie.



Wealthy...

Check to be sure your tire pressure is at the recommended level every month could save you up to \$130.00 per year in gas. As summer heats the roads, tire pressure needs to be adjusted. Your tires will last longer and you will be safer.



...and Wise

Our lives today are full of noise - televisions, radios, phones, iPods - background noise is everywhere. Try to give yourself the gift of silence throughout your day, silence decreases stress. Less stress helps you think better, digest better, sleep better and cope better.

What's in Your Cyber-Footprint?

Your whole life is being scrutinized through your cyber-footprints. Nearly every single thing you do on-line is there for anyone to see. Mining on-line information is being used for good purposes by many companies and organizations, but it is also being used for negative research; calls for "caution" are coming from all sides. Vast amounts of information being amassed by companies like Google, Microsoft, Facebook and Twitter are giving new insight into all aspects of everyday life.

USA Today pointed out recently that Microsoft has identified women at risk of postpartum depression. Facebook has discovered that kids stop communicating with their parents at about age 13 and then pick back up when they leave the nest. "Facebook has evolved from a public space to a behavioral lab," asserts the London School of Economics in a study called the *Analysis of Social Issues and Public Policy*. Harvard University has figured out how to identify students by cross-referencing data that is supposed to be anonymous. While companies like Facebook, Google and others have privacy policies for users, it is still a frightening issue. Facebook especially has had to backtrack on privacy policies more than once in the past.

The best policy for social media aficionados is the old tried and true, "Don't put something in writing if you don't want the world to read it." That was good advice back in the days of passing notes in school, and it is still good advice today. In the telephone answering industry, where our information is unlikely to be scrutinized, privacy for our customers is still something we guard very carefully.



Saving Raw Materials, Time & Money

Human beings have used more raw materials since World War II than in all previous recorded history! According to AARP, we are not slowing this practice. At Rochester Telemessaging Center we are making a concentrated effort to protect our planet by going green whenever we can. Not only are we saving money, we're saving storage space. By scanning our paper records and creating easy to find computer files we are becoming much more organized, too.

More than half our customers no longer receive paper bills in the mail, saving trees, postage, and fuel. As a side benefit these customers can have copies of the invoices sent to more than one

person, and they receive them faster, so they have more time to plan. If you would like to have your invoices delivered and pay your bills electronically, let us know. There are several options that might make sense for you. We have found that using our computers (or even smart phones) to make payments is easy and actually saves time, and thus money. Paying for your service electronically is fairly simple. We are fortunate that there are several options for automated payment as well as simply transferring funds; let's discuss what will work best for you. Talk to us about your preferred method and we can help you set it up.



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,

Part of my role in this company is to be a kind of expert you can turn to when you need information. Recently a customer asked for some assistance in handling a problem with their phone installation. That is definitely not my field of expertise, but I agreed to try. When I called the supplier and explained that I had questions regarding their system, the receptionist immediately transferred me to another department. As I began again to explain why I was calling, the gentleman I was transferred to heard enough to determine he had the answers and began his sales pitch. When I could finally break in and tell him I wasn’t a buyer and was only seeking information to help a client, the man became rather perturbed. After some discussion, and no answers, I ended the call.



I went back to MY client with the negative news and he admitted his frustration. He asked, “What has happened to Customer Service?” I pondered that question after we completed our call. Customer Service is important! I’m proud of the way our agents make sure that each caller is satisfied to the best of their ability. We don’t always have the answers but we have empathy: we listen before we jump in. One of the things we monitor is whether our agents left the caller feeling that their message was going to be handled correctly. It’s always marked “Yes”. I’m glad to say, Customer Service is alive and well here at your service.

Sincerely,

Herb Chinoski

Time for Account Changes

With Mother’s Day, Memorial Day and Father’s Day, comes summer! When classes are over, our lives take on a different pace, even if we don’t have school-age children. Our whole country seems to revolve around a typical school year. Summer is the time to play, or at least slow down a little. This is the right time to make those changes to your account profile so that you can enjoy your days a bit more. Do you have summer hours, earlier openings and closings? Does the nature of your business change? Are you out visiting clients more so your message delivery options need to be updated?

Life is short and if you have the ability to work four-days a week for a month or two and take the fifth day to enjoy your family, we can be trusted to handle the urgent matters that come up from time-to-time. We will make sure that you are contacted for those things that just can’t wait, and that you are protected from those interruptions that can be delayed. Our agents are YOUR secretaries, your administrative assistants. We are here to help. It is really quite simple to change your instructions for the summer and return to full work mode in the fall. Maybe, allow yourself a one or two week vacation so that you can recharge your batteries. Call today and see how easy it is to give you a break!



Life in 25 Words or Less

“We turn not older with years, but newer every day.”

- Emily Dickenson

Gotta’ Giggle

“There is never enough time to do all the nothing you want.”

- Bill Watterson, creator,
Calvin and Hobbes

