



*A newsletter for the customers of Rochester Telemessaging Center*

Healthy...

Your cell phone has more germs than your toilet seat! Clean it daily with an electronics safe liquid antimicrobial cleaner on a microfiber cloth. Want more germ protection? Look for one of the new electronic phone cleaners which uses UV-C short wavelength radiation rays to sanitize the phone; they are safe for people and electronics.

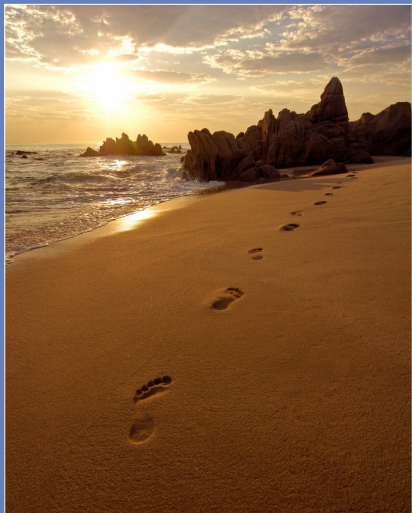
Wealthy...

The price of beef has risen 18% in the past three years. Now heart-healthy chicken and fish contribute to a budget-healthy bottom line for your family.



...and Wise

Drinking straws are one of the 10 most common pieces of trash left on our beaches every day. They not only look horrible but they endanger our wildlife. Take care to dispose of ALL your trash while at the beach this summer and be sure to leave only your footprints.



Rochester Telemessaging Center Earns The Award of Excellence for 18 Consecutive Years!

Rochester Telemessaging has been honored with the exclusive ATSI Award of Excellence for 2014. This is the 18th consecutive year for Rochester Telemessaging to receive this award, thus achieving what no other call center has done. The award is presented by the Association of TeleServices International (ATSI) at their annual convention, which this year was held at the Peabody Hotel in Memphis, Tennessee.

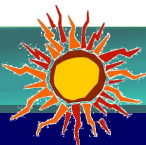
Herb, Jan and Ryan Chinoski, along with Sandy Lumley, were there to receive a standing ovation from their peers. Sharon Campbell, president of ATSI said, “The ATSI Award of Excellence is the most prestigious recognition of exemplary customer service in our industry. Award recipients demonstrated the highest level of customer service throughout every aspect of a caller’s experience – exceeding the award’s rigorous criteria and customer service standards. It is quite an honor.”



Customer Service

We know customer service, or the lack thereof, is the thing that can make or break a business relationship. One of the most important things to clients is not that your product or service is flawless; it is how you react when it is not flawless. We actually develop a better rapport with our customers when we do a great job of fixing a problem for them. It gives us a chance to learn more about one another and to work together to achieve a common goal.

Everyone is involved in customer service! From the moment a customer walks in the door – or your phone is answered – your company’s philosophy comes through. The smile a customer sees can also be heard; the warmth in a voice indicates caring. Those things set the stage. When a problem has occurred the way your customer is greeted has already begun to influence their mindset. It is our job to be sure that we sound friendly and project sincerity, because we are a part of your company.



**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

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248-651-9181            Office  
248-651-2129            Fax  
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,  
As we stood in front of our peers in the telephone answering service industry and they expressed their congratulations with a standing ovation, I couldn’t help but reflect on how important the Award of Excellence program is to our company. ATSI began presenting this award in 1997, and we were among the first to achieve it. Over the years there have been times that we have held our breath wondering if we had made it. However, most of the time we have been confident that we met the criteria, scoring over 80% in areas which include courtesy, response time, accuracy and overall service to our clients.



One-by-one those who had earned the award that first year fell by the wayside and yet we remained. Every person who is employed at Rochester Telemessaging understands how important earning this award is to us. This is not to just maintain our standing, but more importantly because it is a measure of how our clients are treated every single day. To earn this award, we have to be providing this level of service all the time; we never know when a test call will come in.

I am so proud of our agents, our supervisors and trainers and all of the leaders within our company. They show the way they care about our customers, they care about one another and they uphold the standards and principles upon which this company is founded - Excellence in our service.

Sincerely,

*Herb Chinowski*

**Coast-to-Coast Phone Coverage?  
We can do that for you!**

**P**erhaps you would like to open another office in another state or anywhere in the country. It isn’t difficult. Whether it’s brick and mortar or virtual, we can help you make it happen! We can obtain a phone number local to your new market and answer your calls right here at your own answering service. This gives you the ability to build a client base in your new location before you have even physically opened that office!

Or, you can have multiple virtual locations anywhere you want them. Our ability to obtain a local phone number wherever you choose will give you a “local presence” that makes it seem like you are right down the street, in the next town over or three states away. Just give us the location of your preferred advertising market and we will take care of obtaining the number. When current or prospective callers in that area call, those calls will be transferred to your “local” number, they will come to us, and your home team of agents will be here to take your calls. Communication is streamlined when all calls are answered in the same place by the people who know your business.

We have discussed the rapid technology advancements in our industry of late, and this is another example of how that technology can give your business a chance to grow! So when you’re ready to launch your business from anywhere, coast to coast, we are here to help.

**Life in 25 Words  
or Less**

**“C**onfidence is contagious; so is lack of confidence.”



**Gotta’ Giggle**

**“E**xperience is something you don’t get until just after you need it.”