



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

Go for a 10 minute walk today – and add one minute, a day, each day for the rest of the month!



Wealthy...

Pick a stock and pretend you bought a number of shares and follow it for the summer. It will help you (and your kids) understand the stock market, and perhaps grow your financial future.

...and Wise

Search before you DONATE – This spring four Cancer Charities were convicted of being SCAMS – they accepted and squandered more than \$200,000,000.



Rochester Telemessaging Does It Again!

At the recent Association of Telemessaging Services International (ATSI) Convention, held in Torrey Pines, California, the applause was deafening when the announcement was made that Rochester Telemessaging Center had again earned the Award Of Excellence!

“We have received this award 18 years consecutively, we are as honored and excited to receive our 19th year award as we were the very first year,” said Herb Chinoski, President of Rochester Telemessaging. “I can’t say enough about our team at Rochester Telemessaging Center. Quality is ingrained in our company’s DNA. Everyone is on board with the importance of achieving the award each year; especially since we are the only company nationwide to have received it each year since its inception! We strive for (and reach) “Top Ten” status – this year we came in 2nd overall, which is incredible!



Rochester Telemessaging has been an industry pioneer for decades and this is only one more way that our family owned business makes its mark. We are proud to be the only company to have continued to earn the award throughout the entire program, never faltering. We have consistently earned a Top Ten placement in the scoring. The celebration was very special as the company shared the news with employees and clients.

Big Data

We have been hearing the buzz words, “Big Data” for a long time now, and slowly it is beginning to morph into something that can have real meaning for small businesses as well as large. To understand how Big Data works, let’s look at the payroll company ADP (Automatic Data Processing). For years they simply provided payroll services; they took your employee hours and churned out payroll checks. Simple. Then they began to add questions to their roundup of information. “Do you intend to hire in the next 30 – 60 – 90 – days?” Now, when we hear the national jobs and unemployment statistics every month, some of them are attributed to ADP. They have their finger on the pulse of businesses large and small and share that compiled information.

What kind of information would you like to know about your messages? Perhaps you have “big data” – meaning “highly useful data” – lurking in your messages too. If we ask, “How did you hear about us?”, putting the answer in a sortable field will help determine what advertising is working best for you. If you want to know what area you are getting the most inquiries from, we can sort by the caller’s zip code. Perhaps it would be helpful to know what kinds of businesses are contacting you, or what kind of work or problems people are calling to have fixed. Whatever you want to know – if the data is in your messages, or can be added to your messages by asking a simple question or two, then we can help. Call and let’s discuss what YOU would like to know.



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,

As summer draws to a close we are trying to stuff the final good times into the weeks that are left. With school beginning and the need to get back to business looming, I hope that each of you have been able to take some time to do something good for yourself. Perhaps summer has been your busy time, and with cooler weather coming, you will be able to take some much needed time off. We’re here for you.



One of the best things about having an answering service at your beck and call is that we can adjust quickly – to a change in your schedule or your procedures. We can transfer your calls to a friend or colleague or to your smart phone. We can answer your caller’s questions and send only true emergency calls to your on-call person. We can create a whole new message template for you, and automatically record calls so you can listen to callers when you return. If you have a list of answers to frequently asked questions – we can act as your office staff; such as scheduling appointments for your return. I am proud of just how symbiotic our relationships are with our business partners. Our goal is to help you build your business – and give you a well-earned break at the same time. Enjoy your end of summer time.

Sincerely,

Herb Chinoski

How People Are Treated

The past 20 years have ushered in many significant changes in the way we communicate – and judge our consumer interactions. None is more compelling than what has happened in the banking and financial services industry. Technical advances, specifically online banking and government regulations , have changed everything; however, the experiences that we have dealing with our banks will be the deal breaker for keeping our business in the next decade. Commerce in the US is going to be all about “How we are treated”. A recent Ernst and Young comprehensive survey looked at 32,000 retail banking customers across 43 countries. The conclusion – in the future (as now) how people are treated will be the deciding factor for customers choosing a bank and that will be second only to the financial stability of the institution! According to this survey, poor customer experience is the most often stated reason for closing an account.

It is reasonable to extrapolate this information to our own businesses. The way we treat our customers will determine, more than our services, more than our capabilities, whether customers will stay with us or take their business elsewhere. WE must be sure that everyone in our company – and our extended company – our answering service or call center – treats every single customer as though they are the most important client we have. They may well be! We never know how far-reaching the impact of a single call may have on our business. You can trust that we know the value of your calls and will protect each and every one.

Life in 25 Words or Less

“The dominant thought of youth is the bigness of the world, of age it is the smallness.”

- John Buchan

Gotta’ Giggle

“People who think they know everything are a great annoyance to those of us who do.”

- Isaac Asimov