



*A newsletter for the customers of Rochester Telemessaging Center*

## Healthy..

**S**trengthen your muscles. After 10 weeks of training, three times a week, participants who lifted light weights for more



repetitions gained as much muscle as people who lifted regular

weights with fewer repetitions.

## Wealthy...

**T**he IRS audited fewer tax returns overall in 2012; however those who earned more than \$200,000 had a higher chance of being audited than in prior years.

## ...and Wise

**O**ut of sight – out of mind; the reverse is true too. When it is in sight it is in mind and we can't help but be distracted. Studies have shown that a person working with a messy desk -- will spend on average one-and-a-half hours a day either being distracted by things in their view or looking for things. That is seven and a half non-productive hours a week!



## Gotta' Giggle

**S**omewhere in our future there is going to be a cyber-landfill that is filled with login ID's and passwords.

—Peter Gross

## Life in 25 Words or Less

**“T**he most important trip you may take in life is meeting people halfway.”  
—Henry Boye

## Bring Your Evacuation Box Up-To-Date

**I**t is hurricane season on the coasts and other threats (forest fires, flooding and even terrorism) are always possibilities. Many of us have an evacuation box for our home, but what about your business?

We should all have a durable, lockable, preferably fireproof box that is lightweight enough to carry to your vehicle. Here is what should go into it: **MONEY** - enough cash or traveler's checks to cover expenses for a few days. Banks may be closed and ATM's might not work. Add a checkbook or two and a credit card with a zero balance. Make sure you have copies of all your bank accounts and other financial account numbers. A copy of your latest banking records (a computer back-up of the transactions on disk – or your cloud backup information should be with your records to go.)



**INSURANCE POLICIES** and other **LEGAL DOCUMENTS**—make copies of your business insurance policies as well as life, vehicle, medical and long term care insurance policies, and the name of your broker and his or her telephone number for each policy. Your corporate book, with the articles of incorporation or proof of partnership or other corporate identification should be in the box. Include the most recent business tax return, and all legal and tax identification numbers.

Include an **INVENTORY** of the contents of your building or place of business and employee information. Video tape each room and describe the contents as you tape. It is a good idea to have a written inventory of business equipment including the manufacturer and the serial numbers, model numbers, and their value. Be sure you also have a list of your employees, their addresses and telephone numbers in your evacuation box. Yes, it is time consuming to do this the first time, but updating is simple once the initial work is done and you will be eternally grateful you made the effort if you need to evacuate your business quickly and disaster does strike.

Finally, make sure there is information in your answering service account regarding people to call in an emergency – and post your answering service telephone number on the outside of your building so in an emergency law enforcement or rescue services will know how to reach you, regardless of where you have evacuated to for safety.

## To Better Serve YOU

**F**rom the folks who brought you CRM, we now have KCS, which stands for Knowledge Centered Supports. This “new and exciting tool”, or method, if you will, isn't really new at all. We have been employing these excellent practices for a long time, and to your advantage. Basically KCS demonstrates the best ways to keep our agents engaged and to help us make sure our knowledge of your business and your requirements changes and grows with your growth.

Whenever we make a change in your account profile information, every time we solve a problem and make the solution a part of your ongoing service, every time we see a pattern to your calls or message delivery and adjust our protocol based on that pattern, we are practicing KCS. We encourage our agents to remain involved and to collaborate in the collection of information we use to deliver your service.

The knowledge we have of your company and your needs helps to determine the level of service we can provide. **YOU** can contribute to our success by sharing more about how your company does things. If our agents understand what you do with the information we supply from your calls, they can make sure they get better information. Rest assured, we are as engaged with your business as we can be; it helps us both!



**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**



**D**ear Friends,  
Have you ever noticed that most clichés are simply truths that we have gotten tired of hearing? When I realized that the clichés taking over my mind were, “too much on my plate” and “not enough time in the day” I knew I was in trouble. It happens every August—in our haste to fill in the end of summer with all the things we wanted to do, and to deal with every day responsibilities at the same time, we begin to put undue stress on ourselves.

I finally pulled out an old paper calendar and noted all the things I simply had to do, then I scheduled most of the things I wanted to do. Finally, I dusted off another more recent cliché and put it to use: “The best way to eat an elephant is one bite at a time.” By setting some midway, milestone dates for reaching the bigger goals, I was able to take a portion of the pressure away. The rest of my summer and early autumn now seem more manageable and serene.

I even decided that one thing I thought I HAD to do, could be done just as well next quarter, and suddenly “all was well with my world”. (That was a good cliché.) It’s amazing how much anxiety we cause ourselves. Be good to yourself, and enjoy the rest of your summer; I’m going to.

Sincerely,  
*Herb Chinowski*

**On-Call DIY**

**D**id you know that you can maintain your own on-call calendar right here at your service?

- It’s Convenient. The need to make changes doesn’t always happen when you are ready for them. Emergencies happen, and when they do, all you have to do is log in and make the change from any computer. You can make changes any time you want, 24 hours a day.
- It’s Quick. In just minutes you can change your on call person and when you press that final key the information is immediately there for our agents to access.
- It’s Easy. We teach you how in a matter of minutes, and provide step-by-step directions for you to refer to any time.
- It’s Cost Effective. You are familiar with your schedule; it takes less time for you to log in and make changes than it does for our programmer to do it for you. Time is money.

We recently estimated that one of our clients is going to save nearly \$100.00 per billing period by making their own changes. Not everyone will see savings of that significance, but some might see even greater economies due to the number of changes they have in the course of their workdays. Our customer care team will be contacting clients that might realize substantial cost reductions by making their own on-call changes, so be expecting a call. If you are too eager to wait, call our Customer care Department.

**“I Didn’t Know You Could Do That!”**



**W**e hear that phrase all too frequently as astonished clients find that we are able to help them run their business in ways they never dreamed possible. We are not the answering service of old. In fact, there is so much we can do now that it’s a good idea to sit with us every year or so and discuss the way you do business and what we have to offer that could streamline your tasks, give you more information or save your company money.

Virtually every manufacturer in this industry has a “wish list” program and encourages their users to share ideas that would help their clients.

Manufacturers are competitive and want to be the first with new problem solving – or money making – bells and whistles. That means you, our customers, can have your unique needs addressed, if only you share with us what could make your life easier. It is exciting to see a “wish” submitted by one of our customers make it to the top ten wishes our vendor will address for the next software release. Many times the new product will be in our hands within just months of submission. Web chat, detailed billing and database development are all current offerings that came from client wishes. Tell us what YOU would like to see today – you could be enjoying it tomorrow – or at least within the year.

