



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

A family death, divorce or even just a big argument can affect your heart health. Prioritize your thoughts, work to remain calm or at least take a mental break from your stress; your heart will be healthier.



Wealthy...

Before you plan your weekly menu, check the ads to see what's on sale and use coupons to take advantage of sales and money-saving coupons. You can even sign-up online to receive coupons and email alerts from your favorite grocers.



...and Wise

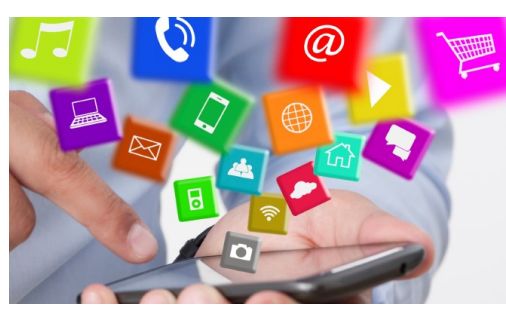
Before going to the grocery store take inventory of what you have on hand so you don't overbuy. Create a detailed shopping list based on your needs and weekly menu plan, and take into account how you plan on using leftovers.

Virtual Assistants - We're Getting Closer

These mind-reading (and mind-blowing) apps are ready to invade our lives. Literally! Imagine - your smart phone or tablet will soon know when you are near Starbucks and remind you that you have a coupon for a Caramel Macchiato. Soon these devices will "listen in" on your conversations and begin to register your tastes and habits. As you converse, related information from the web will magically begin appearing on your device screen. This is not futuristic; it is happening now! You can expect to be in a store (either brick and mortar or on their site) and use your normal speaking voice to ask your smart phone for a list of all books in stock by Lawrence Sanders – and the list will appear on your screen.

Researchers at Sanford, MIT and the University of Texas – Austin are actually hard at work building infrastructure that will listen to our conversations, observe our habits and preferences, watch our interactions with others and use that "understanding" to anticipate our needs.

As more innovation hits our marketplace each of us will have to decide for ourselves if the convenience (and the coolness) of these products are worth the lack of control we will have over the data in our devices. As your tablet observes and catalogues your every move and word, who might have access to that information? We can expect the courts to determine how that information can be accessed and used. Even with the lack of privacy, it won't keep most of us from making use of this incredible technology.



When Things Go Wrong Let Us Know

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? Or if 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, predictable 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 the extra phone calls, that is what we're here for. 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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Refer a new client and receive a Base Rate credit.



The President’s Letter

Dear Friends,

Once again we are moving into that post summer – pre holiday “window” where we tend to zero in on our business. I enjoy these times. I get energized during the changing rhythms as we move from one season to another. Autumn is probably my favorite transition; it seems like a brand new year, and I plan for the upcoming months as seriously as I plan for our next fiscal year. This is the ideal time for a sales campaign. Most companies are in a growth mode and people are eager to find ways to streamline their procedures and make the most of their labor pool.



Right after the first of the year our vendors begin to have conferences for the users of their equipment; they will be asking what they need to provide us so we can give better service to you. Please give me a call if there is something that would make your life better. Chances are we can already do it; if not, our vendors will be delighted to make it happen. If you want it – others will too.

We all want our team to be the one to solve our customer’s problems. Let me know what would do it for you.

Sincerely,

Herb Chinoski



“Help Me Start My Business – Please!”

“I can’t run my business – I am always answering the phone!” These were the words of a new customer, an entrepreneur who really had a great idea, and not enough time to execute it well. She did the very smartest thing possible; she sat down with us and told us her dream! She explained what she wanted to accomplish – not what she thought we could or should do for her. We opened her mind to ideas that she had never thought of. We offered solutions to problems she was just beginning to identify because we have been doing this for a long time. We knew better than she did what was in the near future for her. We invested a couple of hours together, talking about various ways to accomplish her goals. When she left it was like a weight had been lifted from her shoulders.

Within days the programming had begun and a light bulb went on – one phone call later and we had revised the original plan just enough to save her significantly more money every month. We could automate some of the dispatching so that it would happen faster and with less human intervention – thus at a lower cost. Everyone wins when we can lower labor. Our new client is thrilled to think we understand her business so well. Our staff is excited and proud to know we are helping a deserving young woman launch what we think will be a great new business. It’s what we do!

Life in 25 Words or Less

“Life is full of miracles but they’re not always the ones we pray for.”
-Actress Eve Arden

Gotta’ Giggle

“The best way to appreciate your job is to imagine yourself without one.”
- Oscar Wilde