



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

Stressful or emotional conversations while driving do not mix. Make people you are talking with aware you are driving and suspend conversations which have the potential to divert your attention from the road.

Wealthy...

Save money on your cell phone bill; watch your data use. Streaming music to your phone eats up 1MB of data per minute. Looking at social sites every day and viewing a few 20-minute workouts per week, you'll consume 700MB of data in a month.

...and Wise

Carefully read your cell phone's instruction manual and learn to take advantage of valuable features such as voice dialing and automatic redialing so you keep your attention on the road. If you must make a manual call always be sure to pull over.



BitCoin? Blockchain? It's Coming

The Internet exploded in the late 1980s. Then, a tentative vehicle for storing and transferring information, now, connecting billions of people around the world; it's taken three decades. The blockchain, which drives bitcoin and other cryptocurrencies, is now at that same starting point and will probably balloon in less than ten years. Some call the technology "the second generation of the Internet", others, like Bill Gates, call it "the future". It holds the potential to transform business, government and society as well as money -- and do it cheaply.

The world is becoming more familiar with "Bitcoin" and the way it allows us to move money anonymously. Blockchain is the fascinating technology behind bitcoin and is expected to revolutionize the way we transfer money -- and VALUE -- including goods and property. The Harvard Business Review defines blockchain as "a distributed ledger or database open to anyone". This public, decentralized ledger is a secure, transparent way to digitally track ownership of assets; which could speed transactions, cut costs and lower fraud.

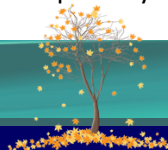
Some are predicting that banks will be obsolete in a decade due to blockchain technology! It's causing both excitement and apprehension to believe that our future is going to be so dramatically different than today. Look Blockchain up on the internet; make an effort to understand it. Change is coming; you'll want to recognize it when it arrives.

Review Your Account Profile to Help Increase Your Profits

It's no secret; customer experience makes or breaks the bottom line of every company. Customers buy more from companies with good customer service; they are also more forgiving when mistakes happen if they usually have a good service experience. Customers simply trust companies more when they consistently provide good service.

Where does good customer service begin? Often it begins with a phone call. First impressions are meaningful. If a potential (or current) client calls for service and hears a warm, interested voice, it begins that excellent customer experience. Continue with knowledgeable, helpful, representatives who understand your business and the good impression builds.

You know YOUR employees are well-equipped to give your callers the right image of your company. We want you to make sure WE, here at your service, are equally well-informed when representing you. Make sure that we can answer your most frequently asked questions, and that we know how to best capture the information required to meet the needs of your current clients and potential clients. Help us understand your business and your philosophy so we become an integral part of your company. Adding or modifying your account information will help our agents better represent your business. It's a simple way to improve customer satisfaction and it's priceless when it comes to creating a strong relationship with your clients.



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,

In a recent issue of Inc. Magazine, columnist Jason Fried, president of the software company Basecamp, writes, “We hired many of our best people not because of who they were, but because of who they could become.” That is our philosophy as well. We are incredibly proud of the people who answer your phones. They are dedicated to our company, and more importantly, to YOURS. They know that, although we sign their paycheck, you make it possible. I’ve been known to puff with pride when one of our team members comes to us with an idea to improve an account profile or suggest new and innovative ways to make a client’s account operate more efficiently.

I often explain that we hire nice people. We can teach people to understand your business, or to handle the technology but we can’t teach “nice”. Every senior person in our company began as an agent, and still take calls on a regular, but limited, basis. We value all our employees but we can’t run this business without the agents who answer your phones. These are the people we thought, right from the start, would become our best people. I hope you agree!

Sincerely,
Herb Chinoski

Order Taking and Personal Assistance

When we say the words, “Order taking” a certain image comes to mind. A catalogue, an order form, putting letters and numbers in boxes to facilitate the purchase of something. Order taking evolved from paper forms, to calling an 800 number, to simply going onto a website, highlighting the items and dragging them to a “shopping cart”. Today “Order taking” is just as likely to be an app on your smartphone.

Order placing (and order taking) has become so easy that it is replacing brick and mortar stores. People insist upon a simple way to make their choice – and have it magically arrive, or they take their business elsewhere. Most of the time ordering goods and services works very well. BUT WHEN IT DOESN’T WE WANT PERSONAL ASSISTANCE, and we want it FAST!

Whenever the form won’t load, the cart isn’t working or the screen is slow – customers want personal assistance, and they look for a phone number. Customers become frustrated and angry when companies hide their phone number and force the use of more forms or e-mail to get help. Make YOUR number bold so it stands out! Your answering service should be the next line of contact when your customer needs personal assistance. Assistance, personal assistance right NOW requires a voice. Let us be that voice for you. You will have more orders and happier customers when you do!

Life in 25 Words or Less

“You don’t need to wish harder, you need to work harder.”

-Amit Kalantri

Gotta’ Giggle

“I think there is a world market for maybe five computers.”

-Thomas J. Watson,

Sr.