A newsletter for the customers of Rochester Telemessaging Center

Healthy...

alking at the mall is good exercise. If you weigh 150 pounds you can burn approximately 150 calories an hour.

You'd have to walk for six hours to burn off a classic cinnamon roll. Resist! Resist!



Wealthy...

hen your list is finished and you've checked it twice, it's time to stop shopping. Know when you're finished, and avoid stopping by the mall "just to see what they have" – this can lead to making poorly planned purchases and blowing your budget.

...and Wise

ack an alcohol-based hand sanitizer when you travel, and use it regularly. The germs on your hands are the single biggest threat to your health, any time of year.

That's because cold viruses tend to spread more from hand-to-mouth contact than through airborne droplets, making mall doors, escalator rails, elevator buttons, and ATM touch screens virus central.

Doing So Much More

ur industry is a well-kept secret! A recent conference focused on how to "Rebrand" our services so that people would pay attention to the new services we offer. This is not the first time we have tried to reinvent ourselves. We have tried Contact Center, Call Center, Telemessaging Company, and TeleServices Company, and we still hear, "Oh, this is a Telephone Answering Service."

Yes, we ARE an answering service (a very good one) and we do so much more in today's business environment than we could in the past. We answer e-mails, provide Chat for your website and work (through a portal you provide) directly in your software. We make appointments, check shipping and deliveries, take orders and bill your client's credit cards. We send information to you or your callers via smart phones, computers and voice. And, we answer phones, take messages and deliver them to the appropriate people just as we always have.

So yes ,we are the Telephone Answering Service, but we can do so much more!

When It Comes to Increased Profitability, PPC is A-OK

ay Per Click (PPC) advertising is a somewhat involved, yet highly profitable digital marketing model in which your ad is displayed on a Search Engine Results Page (SERP) when users search for a keyword related to your company. You are charged only when your ad is clicked.

AdWords is by far the most prolific PPC system, last year generating 95 percent of all paid search clicks from smartphones in the U.S. PPC ads come in a number of flavors, including:

- Text ads

- Display ads

- Video ads

- Mobile ads

- Product listings

PPC campaigns can be tricky to boil down into a few words, but in short:

They are cost-effective. The fee paid per click often pales in comparison to the leads and profits that are generated.

They provide instant gratification. Instead of clawing your way to the top of the SERP hill via organic search, PPC advertising can propel your company to first place almost instantaneously. You can also turn campaigns on or off at any given time with nothing more than a keystroke.

They are specific. The versatility of PPC allows you to fine tune your campaign's copy, keywords, timing, and even location to customers who are searching for the precise services your company provides. That means no more money and time wasted on the wrong people.

They are eye opening. Analysis of your PPC campaign's keyword traffic and conversion rates can subsequently be implemented to improve your website's organic SEO.

Note: PPC can waste a lot of hard-earned cash unless you can devote a lot of time to learning this new science and tweaking the ads on a regular basis. If you can't, you're better off having your marketing company handle this one.

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

ear Friends,

Another year is coming to a close. Hopefully, our December holiday observations end your year with friends and happiness. There are many celebrations taking place this month. Christians are honoring the birth of the Christ Child, those of the Jewish faith are enjoying Hanukkah, the festival of lights. African-American's celebrate Kwanzaa, a time of Family, Community and Culture.



We wish you peace and warmth throughout December and indeed, the whole year. I am including a wish for our friends who are not as fortunate as most of us are. If you know someone who is alone or lonely, won't you please take time to reach out to them? The gladness you will bring to their hearts will warm your own and will bring you joy.

As we look forward to the fresh new year ahead.

Sincerely,

Herb Chinoski

Computer Fraud on the Rise

ore than two-hundred-thousand people were victims of the WannaCry computer virus last spring! This vicious malware blocked access to files and forced owners to pay a ransom in bitcoin to unlock their data — which often still didn't work. Two-months earlier, Microsoft had issued a routine update which would have blocked the virus!

Cyber-crime is happening more frequently and with greater consequences.

Here are eight things that will help protect your computer.

- 1. Buy and register legitimate software. Unregistered software can't receive the updates designed to protect computers from outside attacks.
- 2. Install updates as soon as you are notified of their existence.
- 3. Invest in an Antivirus program with a good reputation, and keep it updated.
- 4. Have a Pop-Up Blocker running on your web-browser. This protection keeps potentially dangerous ads from your screen.
- 5. Never open e-mail attachments from people you don't know, or e-mails you are not expecting from people you do know. Check to be sure they sent it first.
- 6. Avoid clicking on links and delete unsolicited e-mails. When you click on something you are "inviting" them into your computer, and antivirus programs may not be able to assist in removing them.
- 7. Immediately exit any websites you have been routed to without your consent.
- 8. Back up your important files to an external drive or remote storage service regularly.

Life in 25 Words

he holidays are not only for rejoicing but for reflection.

Gotta' Giggle



othing says holidays, like a cheese log."

- Ellen DeGeneres