



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

The quality of your sleep directly affects your mental and physical health and the quality of your waking life, including your productivity, brain and heart health, emotional balance, immune system, creativity, vitality, and even your weight. No other activity delivers so many benefits with so little effort!



Wealthy...

When the temperature starts rising, air conditioners start working overtime. Give your AC a tune-up early to ensure it runs efficiently, economically and safely throughout the season. When servicing your AC, you should replace your filters, check your refrigerant levels, and clean your evaporator coils. Routine maintenance can reduce your AC's energy consumption by 15%.

...and Wise

Rather than prejudging situations, learn to keep your mind open and tell yourself "I don't know what to expect." When you cease to have a fixed idea of people, things, and situations, you grow in wisdom by soaking up changes and new ideas.

What Comes After Wi-Fi?

The answer is Li-Fi. Researchers are confident that light waves from LED lamps or overhead lights will be able to stream data and connect users to the internet. Wi-Fi networks are dependent on radio waves, a finite source, and are therefore growing more and more congested. While light is a more energy-efficient, and an abundant part of the wireless spectrum, it does require a special USB drive to be able to use Li-Fi.

Harald Haas, a professor at the University of Edinburgh, captivated the world with his Ted Talk, given in 2010, which has been viewed nearly 2.4 million times. Haas explains that the LEDs containing this new technology modulates the light's intensity faster than the human eye can see and can transmit data up to 43 megabits per second. (Average US Broadband speed is 16 Mbps per second.)

Light waves are not able to pass through walls as radio waves do, which will limit the uses of Li-Fi; however, that will make the technology more secure and perfect for some special applications. A unique USB drive that serves as both a transmitter and receiver picks up signals from the LEDs and uploads data to them from a connected PC or mobile device. Applications are being developed for airplane cabins and cockpits, and even for outdoor use. Watch for this fast-track technology to be in use by year end.



Great People

We say it so casually, "This is a 24 -hour business" – "Yep, 24/7 – 365 days a year" – "Uh-ha, even Christmas!" It's a big commitment. We are always here for you. We staff 8,760 hours a year. Our training alone takes weeks; it is important we take time to teach the nuances of our various protocols, details about each client, and most importantly, our philosophy. We are here to help your business grow.

When we hire someone, one of the most important things we look for is "nice". We can teach people about our equipment; we can teach protocols; we can't teach "nice". Either we care about our fellow man, or we don't. Either we are intuitively kind, or we're not. We look for articulate, well educated, "nice" people and we interview many before we choose one person to join our company. This is interesting work; no two days are alike; it's challenging but it is the perfect job for the people who make their "home" with us. They love what they do and they love helping your callers; they understand that they are a part of your company and helping you grow. If you know someone who would be perfect for us, please suggest they contact us. Hopefully we will be perfect for them.



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

Rochester Telemessaging Center

1130 Tienken Court, Suite 110
Rochester Hills, MI
48306-4369

Phone Numbers

248-651-9181 Local
800-462-3550 Toll Free

E-mail

info@rtcenter.com

Website

rtcenter.com

On-Call info can be sent to

248-651-9181 Office
248-651-2129 Fax
info@rtcenter.com E-mail

Customer Care Contact

248-651-9181 Office
info@rtcenter.com E-mail

Staff

Ryan Chinowski

Director of Operations
ryan@rtcenter.com

Sandy Lumley

Sales Manager
sandy@rtcenter.com

Nick Fortuna

Office Manager
nick@rtcenter.com

Cyndi Williams

Programming Manager
cyndi@rtcenter.com



Refer a new client and receive a Base Rate Credit



The President’s Letter

Dear Friends,

There are reports of a new scam in town - one that has the potential to be dangerous. Although there are no documented cases of people being victimized, authorities seem to be taking a “better safe than sorry” approach to the calls. When the phone rings and the unsuspecting consumer answers, the caller asks, “Can you hear me?” We almost automatically reply, “YES”, and the damage has been done. Your voice has been recorded answering “yes” to a recorded question totally unlike that which was asked. You may be unwittingly answering “Yes” to someone asking permission to use your personal data or to sign you up for something with a huge fee. These scamming calls are generated from other countries and the culprits will never be forced to return your money or pay for their crimes.

The best things to do are (first) to get your numbers onto the Do Not Call List. Then use a recording on your phone and don’t answer unless you hear the voice of someone you know or you do business with. If you aren’t sure, don’t give out ANY personal information – and resist the urge to “play” with any abuser, you can still get hurt. Simply hang up the phone with no fanfare.

Rest assured that we educate our staff to every fraudulent scheme we hear about, substantiated or not, to protect you whenever we can.

Sincerely,

Herb Chinowski



HIPAA Compliance Counts!

“It’s nice to know your company is HIPAA Compliant, but how does that apply to me? I paint houses for a living," a client asked. We had to concede, it does not apply to his profession, directly. BUT he will certainly benefit as a client because we ARE HIPAA compliant. Every single customer we have enjoys more secure service because we follow HIPAA - HITECH dictates. HIPAA, which stands for the Health Insurance Portability and Accountability Act, came into being in 1996. HITECH, (the Health Information Technology for Economic and Clinical Health Act) became law in 2009.

The HIPAA Privacy Rule requires covered entities to implement appropriate administrative, technical, and physical safeguards to protect the privacy of protected health information (PHI). However, HITECH created much tougher data security standards for all health care organizations, as well as their business associates, including answering services and call centers. Privacy has always been of huge importance in our industry; and for decades our employees have signed Confidentiality Agreements upon being hired. However, since these Acts came into being, the Association of TeleServices International (ATSI) provides additional specialized training to help avoid any breach of security. Our equipment vendors were required to expand the security of their platforms; now encrypted messages are the standard and available to all.

The laws that came into being to protect our personal health information have produced habits and equipment that protects every client’s messages and business information. Better security- better service.

Life in 25 Words or Less

“The mind determines what is possible. The heart surpasses it.”

-Pilar Colinta

Gotta’ Giggle

You know why you never see elephants hiding up in trees?

Because they’re really good at it.