



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

Before the year ends and your insurance renews – make appointments for a physical, including a colonoscopy, a

mammogram, a PSA test, or whatever it is that you should have checked out to ensure your health. Begin the New Year with the knowledge that you have that all behind you and



you are ready for anything!

Wealthy...

Beware of subscription pricing – For “less than \$1.00 a day” or “as little as \$3.99 a month...” really? That is \$365.00 a year, or about \$48.00 respectively – be sure you would be willing to take that much cash out of your pocket and pay for the product or service for a year in advance at that price. Many times you’ll decide it isn’t worth it.

...and Wise

As you turn back your clocks we have been admonished to also replace batteries in our smoke alarms (and all those other alarms too.) Here is one more thing to do – change the direction of fan



blades so that they turn clockwise – which will push warm air down. You might also make this the day you clean the filters in heat and air conditioning ducts. Doing it all at once helps you make sure you are winter ready.

Is Your Business Logged In?



Over 60% of the adults in the U.S. are on Facebook. While the overwhelming majority is young adults, there are lots of retirees keeping up with their nomadic friends and grandparents bonding with their grandkids. Of course there are parents watching their kids who hide out with videos and chat in sites like Facetime, Vine and Instagram.

Social media is very much SOCIAL at this point, but business uses are quickly catching up. LinkedIn has 225 million members, and Twitter receives 55 million tweets every day. Pinterest is the newest social site that is building by the hour! A few years ago it was enough to have a website; today we need a website manager who will help to

drive business to our site. We also need a presence, an active presence, with various social media in order to raise our website in the rankings, or it will be useless as anything but a place to be found when someone is looking specifically for our business - by name. More and more companies are hiring electronic media experts, either in-house or as consultants to help maintain their existence in this brave new world.

There are rules to doing this right. We can’t “sell” or advertise, brag or complain, or we will be ignored. We need to have “conversations” or answer questions about our business without creating an awkward “pushy” situation. It is as important to know what not to say as it is to know what to say when it comes to electronic social media; privacy is a huge issue, as is truth and accuracy. It is easy to see why schools are pointing kids in the direction of web and social media design. Social media is here to stay and will be an important part of doing business as more people “log in”.

Good—Fast—Cheap

You can only get two of the three! In our business this is especially true. Labor is expensive, great employees are even more expensive. Great employees know your business. They understand how important a call for new business is to you, and act accordingly. They know what constitutes an emergency. And they know how to speak well, write clear messages, and follow directions. We are proud of our great employees! They CARE about your callers and your business. We pay them well and provide good benefits. Most stay with us for a long time, and while that increases their cost to our company and indirectly yours, it is worth every penny to have that experience and dependability.

Fast – We’re talking about the time it takes to answer your calls, give out accurate information and take precise messages. A decade ago a message was a name, number and a brief note. Today a message is also a credit card number, a lengthy description of a problem complete with model numbers, or even a visit to your web portal for ordering or information. These are much more valuable messages, and they require a larger labor pool available to answer your calls. The longer calls take - the more people we need to have available to answer them.

Cheap – there are ways to economize and still have quality service; one is to sacrifice speed. American consumers have been “taught” by banks and large institutions to wait (without complaint) three to six minutes between their call being answered and an agent’s assistance; especially if they know they will have the agent’s undivided attention when it is their turn. Properly set up, this lowers bills for many companies.

What we DON’T want is to sacrifice quality due to inferior equipment (which causes more pain than it’s worth) or lower paid, ‘revolving-door’ agents who are more likely to hurt your business than to help it. We are diligent about finding the best ways to provide service at the lowest price consistent with quality. We are proud to provide excellence, speed and cost-effectiveness for our 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,
I love autumn; I become energized and invigorated. I am enthusiastic about the fourth quarter tasks that I want to complete; we are coming to the end of the year, and I want to know we have accomplished the things we set forth in the beginning of the year. I am sometimes surprised that the things we thought were going to be important back in January have taken a back seat to something that was not even on our radar screen as the year began. Social media was one of those things that has increased in importance to us this year, and I am seeing that video on our website is something that is getting our attention. I few years ago I didn’t even know what YouTube was – and now it’s a form of advertising!



As we come to football season I’m motivated to get outdoors and enjoy the crisp air and the vivid colors now that the humidity has released its hold. I want to eat healthier and exercise more, take on a new project that will amp up my business and make one last big drive to better my bottom line though advanced services for my customers. Let’s take advantage of this short lull between the end of summer and the beginning of the holiday season to do something great to grow our businesses. If there is some way that we can help you, (make calls, create traffic, complete a task) we are your employees and we work for you. We are here for you and can probably do more than you think we can. Need help? Call us. We are here to serve you!

Sincerely,
Herb Chinoski

Holiday Parties are Coming Up



Not surprisingly Halloween parties are beginning to take the place of Christmas and winter holiday parties in many businesses. Halloween is fast becoming the second most popular holiday, as there is less pressure now than at the end of the year. People find Halloween is just a fun time, and companies are more than willing to host a costume party in October rather than a more expensive dinner party during December.

If your office is going to close for a Halloween party or a Thanksgiving luncheon or a Christmas, Hanukah or Kwanza gathering – please be sure you let us know as far in advance as possible. It can be a problem for us when a company closes for an afternoon or evening and we are not prepared for the increased call traffic but we can usually handle it. However, one year three companies closed on the same day with no advanced warning and our quality suffered. We ask that you always give us time to schedule an extra person or two to help cover your festivities.

This is also the time of year to double check on-call schedules and make sure that those people taking of vacations ore are travelling are covered. We need to know who to call and at which numbers they can be reached. We strive to give you flawless service, and when we aren’t prepared for the changes you may be making it affects not only your service but that of everyone for whom we answer. We appreciate your assistance and we wish you all wonderful holiday parties of every kind!

Life in 25 Words or Less

“When you complain, you make yourself a victim. Leave the situation or accept it. All else is madness.”
—Eckhart Tolle

Gotta’ Giggle

“As I hurtled through space, one thought kept crossing my mind – every part of this rocket was supplied by the lowest bidder.”

*—John Glenn
Photo credit: NASA*

