



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

One hour of brisk activity a day! Cancer researchers say that helps lower risk for this deadly disease. It also helps prevent heart disease, diabetes, bone loss... the list goes on. One hour of exercise a day is good for so many horrible diseases that it almost becomes a requirement for staying healthy and alive. One hour a day – for better health. Why not begin giving yourself a gift of health today?



Wealthy...

Did you know that when you return an item that you purchased, the information about the return may go into a database about YOU? USA Today reports that many retailers keep such a database on all their customers. And many consumers feel this is an invasion of their privacy. If you would like information on your own return activity, you may request a copy of your Return Activity Report from TheRetailEquation.com.

...and Wise

Winter has the most hours of darkness of any season, and cloudy weather can add to those hours.

This is the perfect time to gather up all your flashlights, make sure the bulbs are bright and the batteries are fresh, and replace any that are corroded. Then place them where everyone will know where to find them, be sure there is one by every bed, and on every bathroom door. Knowing right where to reach for light is an important thing when the power goes out!



IMPORTANT: Download Security

Don't do it! That and similar titles to e-mails strike fear into our hearts. The feeling that our computer may be open to infection makes us vulnerable to this kind of phishing attack. Driven by our desire for greater security, there have been a plethora of viruses that masquerade as an antivirus security update and they are making the rounds again.



Cyber criminals, intent upon stealing identities, obtaining account credentials and draining bank accounts are increasing their efforts because their scare tactics work. We continue to be duped by the warnings that we must do this NOW.

Newer attacks are often using the words "Security patch". Some attacks shout at the computer owner, as in the title of this article. Words such as "IMPORTANT" and "NOW" are being used to attract attention. Others lower in intensity but just as harmful, say "Click here to receive the latest security patch for...". The unsuspecting computer owner clicks and finds themselves with hundreds, if not thousands of dollars of repairs.

DO NOT OPEN ATTACHMENTS that say they are security patches or upgrades. NO reputable service or software provider sends upgrades, repairs or patches in attachments.

If you receive something that looks like it might be important, look up the telephone number or e-mail address of the provider – independently from the e-mail you received - and ask them if they have tried to contact you. Be prepared to give them pertinent information about your account. When YOU call the vendor, you can be reasonably assured that you are reaching a legitimate company.

Face-to-Face at Our Place

We recently had the good fortune to host three wonderful administrative gals who manage one of the medical clinics for whom we answer. We had been trying for years to get them to come for a visit so they could see and hear the way we handle their calls. We also wanted to help them understand the ways we might provide them with additional assistance. We bribed them with lunch and those were the best sandwiches we ever bought! While we ate we discussed the problems that they were dealing with on a daily basis - the 9:00 AM rush of calls, the pressure of greeting patients, pulling charts and returning patient calls. Trying to track phone calls and appointments for two offices and eight physicians could be daunting for them. So was determining the issues that were handled during the overnight hours; who was called and what was done.

As we listened to their daily routine (and things that were not so routine) all of us were thinking about ways we could make minor changes in the way we handled their calls that would make major changes in their frustration level. We realized we could easily send all messages to BOTH offices resulting in a huge improvement; and there was no increased cost to that at all. Changing the times that their messages were sent would make a difference in their stress level in the morning. As they watched us take calls for them while the office was closed for lunch they saw ways we could be more efficient, saving time for both of us.

When they left our office we all knew that we had become not just friends, but actually co-workers. Clearly we each had a better understanding of the pressures the others were under, and we had found ways to mitigate them. Their office manager said it best. "Coming here has made a world of difference. Being able to envision what you are doing has been a real eye-opener. I can't imagine why we waited so long!" Our doors are always open to our clients who would like to understand their service better. Make an appointment today. We know that together we can find improvements.

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,

What a difference a year (or five or ten or twenty) can make! Once upon a time, to work in this industry all you needed was to be able to speak clearly and write semi-legibly and of course, be nice. That was when we hand wrote messages that basically consisted of a name and number and the words, "Please call." Then we computerized and our operators needed to be able to type 35 words a minute accurately, and be nice. Back in the day we could employ them to find their way around a keyboard, since for our purposes they really only used a word processing component to take messages.

Now our agents have to be truly computer literate. Some things have been simplified; we no longer dial numbers when calling out, we highlight a name or number and press a key. Some things have gotten a great deal more complicated; we enter customer's websites through their portals and create work tickets, enter information and schedule appointments. As for being nice, that is still a requirement, because today we are the customer service department for many of our clients; or at the very least, we provide that all important attentive first impression.

The jobs we offer have gone from entry level to skilled positions, from occupations to professions. Our investment in our employees has increased. They cost more – but they are worth every penny! The service that our customers enjoy is so much better than it was twenty years ago (or ten or five); even last year was not quite as good as this year is going to be! I wish you all a happy and prosperous 2014!

Sincerely,

Herb Chinowski



More Than Just Order Taking

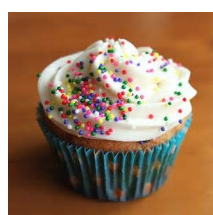
O rder taking is a broad heading that conjures up visions of someone with a catalogue open in front of them and a list of items they want to have delivered. Our customers KNOW we can provide that service for them, but the process can be so much more than that. A local racquet club may want their members to be able to order gym shorts and sweats with their logo, but also reserve court times, and to be able to do it all at the client's convenience. We can do that at 2:00 AM!

A caterer may need to know how many beef entrees and how many salmon entrees to deliver to a party. Guests can give that information when they RSVP and the caterer will receive the information – time and date stamped. We can do that!

A private school has a campaign to increase enrollment. Callers can be given directions for filling out forms, have their questions answered and even find out if the school has received their information, all through the services of your answering service.

Whenever you need information gathered, compiled and verified, when you need help with a short term project, or an assistant for a permanent task, turn to us for assistance. You might be amazed at the things we can help with – and there will be no need to hire additional people or pay overtime. When you need help, come to where the people are; we can help you!

Gotta' Giggle



“K eep your words soft and sweet, just in case you have to eat them.”

Life in 25 Words or Less



“E very accomplishment starts with the decision to try!”