



*A newsletter for the customers of Rochester Telemessaging Center*

## Healthy...

**D**on't be an all-or-nothing kind of person. You don't have the stamina that you did when you were 20, so you give up exercising altogether or you refuse to admit that you can't do what did when you were 20 and end up injuring yourself. Be flexible, modify and take the middle road. Continue strength training at least twice a week to build muscle (our bodies lose muscle mass naturally as we age) and protect joints. And even if you can't run a four-minute mile, keep running. If you can't run, walk – but keep moving.



## Wealthy...

**I**t's never too little or too late to start saving. Start saving today or add \$10 a month to what you are saving already.

## ...and Wise

**D**on't let your brain atrophy. Learn to play an instrument. Our brains have neuroplasticity, which is the ability to re-wire themselves from environmental responses. If we challenge our brains by learning new things, we develop new neural pathways for better memory and a decreased risk for dementia. Anything you can do to challenge your brain is a good thing. However, music – specifically – lights up all areas of our brains at once and has been likened to a full-body workout. It fosters creativity, enhanced reasoning, greater motor skills and better memory.

## So Much New and Still the Same

**I**t's another new year. Sixteen years ago we had just watched the fireworks light up the sky as the world celebrated the transition to Y2K without the dreaded disasters and loss of power and information that had been predicted. We rejoiced as we moved country-by-country and city-by-city from Sidney to Moscow to London and realized that computers and all computerized equipment and components were continuing to function regardless of the lead number 1 turning to a 2 in the year's designation. As we moved from one millennium to another we looked back at developments such as call forwarding and cell phones and ahead to we knew not what. Sixteen years later cars are almost driving themselves and our phones are much smarter than we are!

The services your call center can provide have improved by leaps and bounds. We are able to work directly in your websites or your work programs by simply entering your portal. We can rotate the people we refer your callers to; or we can keep schedules years in advance. We can take orders, schedule appointments and provide reports and databases of your calls.

Much has changed, but the basics have remained the same, our people can be counted on to be polite, caring and compassionate. They are knowledgeable about your business and confident that they can handle your calls appropriately. They are here to help you give the best possible customer service to your callers. You can count on it!



## Outsourcing Increases the Bottom Line

**I**t is quite likely that the first service a new business owner ever trusts to an outside company is payroll. That is one thing you just have to get right, and it is daunting to try to handle it yourself. Later, as a business develops, the stress of trying to answer phones and get anything else done is a challenge that sends principals looking for call center assistance. These are two areas that are regularly outsourced by businesses large and small.

In today's business climate it is important to find the most economical method to accomplish the company's needs. Our key partners are not letting owners down. Many if not most payroll companies are adding a full line of human resources information and forms to their offerings. And answering services are becoming true contact centers, where appointments are made, customer service is initiated and callers are given knowledgeable accurate information. In addition, customers are able to leave convoluted messages that will be taken and delivered promptly and professionally.

A contact center can often do these things more inexpensively than a company can do in house; saving you precious time and labor to do things that only employees can do. If you haven't had a good discussion with the people who answer your phones lately, plan to take a few hours to see what great new things they have to offer. Ask them to send someone to you, or better yet, visit them and see things first hand. There are new cost-effective services that will help you increase your bottom line.

## **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 Chinoski**

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



**ROCHESTER  
TELEMESSAGING  
CENTER**

## The President's Letter

**D**ear Friends,

Eleanor Roosevelt once said, "It isn't enough to talk about peace; one must believe in it. And it isn't enough to believe in it; one must work at it." That quote came to my attention recently and it embedded itself in my consciousness. I was actually thinking more about peace in relationships rather than world peace – because as this wise lady indicates, peace begins within each person.



To work at peace means to think before we speak – and then perhaps think again, do we need to say that? And if so- is this the most tactful way to say it? Sniping and snide remarks hurt feelings and plant the seeds of discontent – or downright anger and resentment. Yet we often say things, which if we give them some thought, we know will be inflammatory, or at the very least insensitive or inappropriate. To take just a second to think about the results of what we are about to say will probably eliminate some of the things we later wish we had not said.

If we want peaceful relationships, at work or at home, we need to "practice" peace, practice tactfulness, practice discretion. Even when we need to correct another we can usually find a way to do it that will leave their pride intact rather than in tatters.

The beginning of a new year always makes us want to do better, that is what resolutions are all about. This year I wish you peace on a small scale, as a prelude to peace on a grander scale; who knows someday that may include the world.

Sincerely,

*Herb Chinoski*

## Ten Suggestions for "On-Call" Success

**P**lease take a minute to review these suggestions. Ensuring your employees take these measures will eliminate issues and save time and money.

1. Determine which numbers (home, pager, cell, etc.) we should call first for each person and be sure that we understand the order. If the order needs to change due to time of day, let us know the best time to make the change. For instance – call home (not pager) after 11:00 PM and before 7:00 PM.
2. Have a back-up person for us to call after a specific (and limited) amount of time.
3. Supply a supervisor's or owner's number to be used as a last resort. This is especially helpful when there is a true emergency, fire, flood, etc.
4. Ask your employees to limit their answering machine message while they are on call. Long lead-ins and children with cute messages cost money for your company.
5. Instruct on-call people to have writing materials ready at all times.
6. Make On-Call calendar changes prior to 3:00 PM whenever possible.
7. Take advantage of our software capabilities – you can change your own on-call information as many times as you need, it is simple and cost effective.
8. Confirm on-call when you forward your lines, if you'd like - but please don't make changes at that time.
9. Review your on-call procedures at least every year (six months is better).
10. If a problem does occur we can trace it; just call our customer service department; we'll do our best for you.

## Life in 25 Words or Less

**“T**o speak ill of others is a dishonest way of praising ourselves.”

*-Will & Ariel Durant*

## Gotta' Giggle

**I**f at first you don't succeed, then skydiving is not for you!

