



*A newsletter for the customers of Rochester Telemessaging Center*

## Healthy...

Enjoy Ginger—

The volatile oils in ginger have long made it a useful herbal remedy for nasal and chest congestion. Pour 2 cups of boiling water over a 1-inch piece of peeled, grated ginger; steep for 10 minutes; and strain. Add a pinch or two of cayenne pepper to the water and drink as needed.



## Wealthy...

Children whose parents speak openly and candidly about household finances, have a better understanding of budgeting and saving than children whose parents do not talk about money in their presence.

## ...and Wise

Give everyone in your company business cards with your logo or practice name on them. They are inexpensive and give your employees a sense of pride about their position. They also will help you spread the word about your company!



## You've Been Hacked!

Our personal information is stored everywhere! That is important to remember when every month we see reports of successful hacking. Whether you have a blood test done, use a credit card to pay a bill, enroll in college or collect a paycheck our information is “out there”. There is a treasure trove of data on us and hackers are relentless in trying to get to it. When they succeed, you have a “data breach” that causes untold problems. In 2013 it is estimated that one in 20 people suffered from Identity Theft.

Here are some things that can help minimize the problems if your data is hacked. Credit cards offer better protection than debit cards or bank account numbers. If your Social Security Number was compromised, your chances of identity theft is five times greater than if they do not have your SS#. Most breach notifications come in the US Mail and NOT in e-mails; E-mail notifications may be fraudulent -Beware!

Be vigilant about reading everything that comes to you about your medical services – medical data is worth more on the black market than other personal information, and hackers are especially devious about obtaining it. Even reports that say “This is not a bill” can contain clues that someone else is using your identity. Read them to be sure you really received the services listed, and report any irregularities. Change your passwords frequently and order your free credit reports from each agency as frequently as possible.

**Go to  
[Privacyrights.org/data-breach](http://Privacyrights.org/data-breach)  
OR [Idtheftcenter.org](http://Idtheftcenter.org)  
to learn more about recent  
breaches**

## It's Time to Review Your Service and Plan

The beginning of a year or a season is the perfect time to review your service agreement to make sure that all our information is correct. Is your business growing? Is your plan correct for the call traffic you receive? Would it be more advantageous for you to be on a plan that allows more calls or minutes than your current one?

Is the information in your account profile correct? Do we still list someone who left your business long ago? It is easy to forget to call your answering service when changes happen. Extra contact names and data will clutter your account profile and makes it more difficult to find pertinent information quickly. Throughout the year you may have changed the procedures you want us to follow. Adding something new here and there can result in confusion. This is the perfect time to review your account profile and make sure that you are on the best possible plan and that we have the most accurate information for the way you want your calls handled. We receive regular upgrades to our systems and platforms; we may have something new that might be perfect for the way you do business. Let's set up a phone call or a visit so we can make sure that we are doing everything possible to make your service all it can and should be.



## 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

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## Phone Numbers

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800-462-3550      Toll Free

## E-mail

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## 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

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Refer a new client and receive a Base Rate credit.



## The President's Letter

**D**ear Friends,  
Happy Holidays – Happy New Year! Happy Getting Back to Normal!



When the hustle and bustle and commotion of the holiday season passes and we take that deep breath before resuming life as we know it, it's good to take a day to reflect and plan. Where are we headed in 2015? What challenges might we face? What are the goals we most want to accomplish this year?

For most of us, some kind of business growth is on our immediate agenda. How will we accomplish it? Take a look at the clients you currently serve; ask those you enjoy working with to pass your name along to others. Referrals are our greatest source of new customers.

Can you do more for your current customers? Talk with them; discover their needs. We may realize that we have the perfect solution for a problem they are experiencing. Don't assume clients understand all your capabilities- tell them!

Look for new business in new places. Evaluate the organizations to which you belong, the Chamber of Commerce, a service organization, a trade association - what are you giving and what are you getting in return? Is it time to change things up a bit? Join the Rotary? Volunteer at the Boys and Girls Clubs? Work with a new group of people and let them know who you are and what you do. People like to do business with people they know.

In 2015 we are going to continue to reach out to you, and do everything we can to help you grow. May we all have a happy, healthy and prosperous new year!

Sincerely,

*Herb Chinowski*

## Do You Need a New Receptionist?

**“I**t never occurred to me that you could answer my phones all day long and not just after hours!” Our client looked dazed. She had been struggling to find a new receptionist since she had promoted her previous one. “I knew that my receptionist was eager to move up and the right project came our way. If I didn't promote her, I was going to lose her. Now we are taking turns answering the phones until I can hire someone else.” She confided. “I just hate going through the hiring process!”

I was in the process of explaining how we could set up a hiring line so that she would not get calls at all times of the day, but could review all inquiries at her convenience. “Or,” I said, “we could just take your calls all day and transfer the caller to the person they request – exactly as your own receptionist would do. If your employee doesn't answer, we can take a message, again, just as if we were in your office.” Her relief was palpable! It was decided.

Now we are not only her evening and weekend answering service, we are also her daytime receptionist. We provided her with two different message templates and different protocols for responding to callers, one for when the office is closed and another for when it is open. Her response? “No hiring, no payroll, no taxes, no callouts! I am lovin' life!”

## Life in 25 Words or Less

**“N**ow and then it's good to pause in our pursuit of happiness and just be happy.

- Guillaume Apollinaire

## Gotta' Giggle

**“D**oing nothing is very hard to do. You never know when you are finished.

- Leslie Nielson