



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

Eating out more at this time of year? Entrees at family-style restaurants tend to have more calories, fat and sodium than those at fast food restaurants. Many restaurants are now giving the calorie count in their meals; a smart thing to check, even if you aren't watching your weight.



Wealthy...

Term insurance is a great way for younger people to afford more coverage, however as your financial picture changes be sure to review your needs and perhaps change to a whole life policy or something that will give you the same protection.

As we age, term insurance not only becomes much more expensive but there may very well become a time that your insurance company will not allow you to renew a term policy.

...and Wise

Work both sides of your brain – If you do sedentary executive type (left brain) work all day, take up a hobby that exercises the imaginative (right) side of your brain, such as art, crafts or music. You will enjoy life more when you have both sides of your brain active and excited.



The Mobile Revolution

Over 91% of the U.S. population has a mobile phone; that is over 285 million subscribers! According to Gartner Research, mobile devices are just about to pass personal computers as the internet access device of choice. Mobile banking has taken off and by 2015 will be the way more than 50% of us do our banking. As we go about our daily lives, what do these statistics mean for our business? It means we need to be available all of the time!



It means that everywhere around us people with a device no bigger than a pack of playing cards will be using them to make over \$12 billion worth of retail purchases by the end of next year. People hunched over their phones with fast and furious thumbs will use their smart phones or pads to engage our services any time of day or night – if they can find us! If we are going to grow our businesses through this revolution we need to be sure we have a QR Code, and that our website is mobile friendly (that it can be seen and understood on a mobile device). These are two MUST DO things that will make a big difference.

Business-to-business mobile marketing is predicted to reach \$106 million in 2014. Few of us use a phone book anymore. Potential customers will Google you or find you through Bing. If you want to take part in this business growth phenomenon you need to be there when they look for you. And, you need to be available 24-7, 365 days of the year. When people want to buy in today's market they want to find it fast – the internet does that – and they want answers fast. We are in an instant information world. If I look your up business and want to engage your services I want to be able to get my questions answered at 3:00 AM. Give us the answers to your FAQs and let us capture that business for you. 2014 is just about here!

Training New Employees

We had the most unique request from a colleague recently. "I have a client who would like me to train his help desk agents," he said. We were discussing the possibility of his service handling the overflow calls for one of his customers and the question of training the call center agents was on the table. "It seems to me that if this works for training your staff" the customer said, "it could work for training my own." It made sense to them and it makes sense to us.

The idea is to create a series of scripts demonstrating the ideal way to answer a caller's questions. We would create whole dialogues based on real questions that his staff was answering on a regular basis. That would be the time consuming part, (so set up would not be inexpensive) but when that documentation was complete we would have it on file for any time training was needed. Any experienced agent could pretend to be the customer and ask the questions; the desired answers would be in the script so the agent would know if the trainee was answering correctly. The whole conversation would be recorded for our customers review and he would be billed based on the time it took to complete the training segment with his employee. Billing would work exactly as if it were a message that we took on his behalf.

The idea has merit. Training can take place whenever it is convenient. The test conversation is recorded for review whenever that is convenient, and the cost is likely to be less (but certainly not more) than if it was being done in house. This is still in its infancy as a practical offering for our clients, but if the idea intrigues you as much as it does us – let us know. We'd be happy to have a partner to beta test this concept at a discounted price – perhaps that partner could be you.

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,

For years I have used this space to muse about the things I am grateful for. Often I give thanks for my health, my family, my company and my customers. All are important to me. All give me great joy. This year, however, I have been thinking about some of the little things I am so happy to have. These are things that put a smile on my face and a twinkle in my eye – and perhaps a little tongue in my cheek. Let me share my thoughts with you.



I am grateful for the day that Percy Spencer had a chocolate bar in his pocket while working with a magnetron that emitted microwave radiations. When that chocolate bar melted, it was the beginning of the idea for the microwave, and I am SO thankful for that invention!

I am thankful for Spencer Silver, who was a research chemist for the 3M Company. He was charged with developing the strongest adhesive on the market. He mistakenly created a glop that wouldn't stick to anything! His colleague Arthur Fry used the non-glue to make his page markers stick in his hymnal every week as he sang in the church choir. The post-it note was born! I use post-it notes for many things and I am grateful that we have them.

I also give thanks for George de Mestral, a Swiss inventor, who came back from walking his dog to find dozens of burrs stuck in his pet's coat. He looked at the burr under a microscope and discovered there were tiny hooks that fastened themselves into the small loops of the dog's fur. It took eight years but he finally duplicated that principal and Velcro was born. We use it for everything from hanging pictures to fastening shoes, and I appreciate it more every time I find a new use.

I'm truly grateful for every person who has had something bad happen and turned it into something good! I am thankful for their inquisitiveness and their perseverance. I'm especially happy that we live in a world where things like these can happen and I am thankful to be a part of it. And as always, I'm grateful for you, our customer. May your Thanksgiving be wonderful.

Sincerely,

Herb Chinowski

Do You Want Lower Bills?

Many of our clients look at their answering service bills as an expense. Others realize that when their bills for after-hours service creep up, so does their overall income. Your service keeps your company open for those who can't call during regular business hours. We are here to connect you with new customers, or to help regular customers stay in touch with you when you might otherwise be unavailable. It might be that a higher bill means that you have been enjoying more business opportunities. That is a good thing.

If your calls are usually from current customers who have problems they need to discuss with you (such as property management companies might have after a storm) there are ways to lower your costs. When power is out or a water main is broken, ask us to put a recording on your line explaining the situation. If your office is always closed at lunch time, such as many of our physicians, a recording that gives your hours and requests a call back during those times might be helpful, unless the caller has an emergency.

If most of your calls after hours will require us calling someone who is on-call for your business, ask that they are prepared to take a message from us when we call; time is wasted when we have to wait for the on-call person to get writing materials. We are paid for that wait time, but we would much rather be helping someone else, rather than waiting and running up your bill needlessly.

If your bills are higher than you would like them to be, please call our customer care team and make an appointment for us to review your needs. It is quite possible that we have new features that could help lower your bills and improve your service at the same time. Technology changes rapidly – if you have not had a review in more than a year – call us! Perhaps we can lower your bill!

Life in 25 Words or Less

“What you WANT is irrelevant, what you've CHOSEN is at hand.”

—Dr. Spock (*Star Trek*)

Gotta' Giggle

“A computer once beat me at chess, but it was no match for me at kickboxing.”

