



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

Just Add One – Topping that is. Whether it is baked potato, steak or ice cream – we add toppings! And we add calories.

Just add one topping, not several, to truly enjoy the taste. It will save on the calories and might help with weight loss.



Wealthy...

It's all about the interest. If you have credit cards on which you carry a balance, add up the interest charged for each card every month. Keep a record so that you know if you are paying more or less interest.

The cost of “buying” money can be very high; make sure you are aware of how much you add to your total indebtedness every month.

...and Wise

Don't drive and text goes without saying. But don't walk and text either – thousands of people are seriously injured every year because they walk into something when they are not paying attention.



Brain Inspired – “Deep Learning” - Technology

Not long ago Google developed software that could search YouTube and recognize all the pictures of cats that were displayed. This was a huge undertaking and accomplishment, requiring 16,000 processors (or chips), and was the demonstration of “deep learning technology”. Eventually this technology will find its way into smartphones, something that researchers at Perdue University are working on now. What does this mean for us? Smartphones and other mobile devices will be able to understand the content of images and video thus allowing us to analyze and search our photos and images using text commands. For instance, you may be able to search “Aunt Susie” or “red flowers” or “Answering Service Demonstration” and your device will recognize the face or image and will be able to find it for you almost instantly.

Deep learning technology is being studied by many organizations and promising new tools are being developed. It is conceivable that these apps could take specific actions when they recognize people or objects they have been “told” to look for. Our future will have devices with chips that contain silicon neurons and synapses similar to those of real brains allowing deep learning technology to intertwine memory and processing. HRI Laboratories, owned jointly by Boeing and General Motors, is making strides in developing this technology for the very near future. How deep learning technology can be integrated with what your answering service can do for you remain to be seen, but we thought you might enjoy knowing what is coming soon to a smartphone near you.

Black Friday & Small Business Saturday

We all know Black Friday is one of the busiest days of the year for many businesses and that is certainly true for any answering service or contact center. One would think that people would be out shopping retail, looking for bargains, but apparently not. Many folks are calling YOU to see if you are open. If you won't be open please be sure to give that information to Rochester Telemessaging as soon as possible to help us staff appropriately.

More recently we have been promoting Small Business Saturday. This special day was launched by American Express in 2010 and it grows every year. The idea is to bring increased sales and recognition to the small businesses that support our economy in this country and it is well deserved. While our industry does answer the phones for some very large companies, the vast majority of our customers are small businesses as we are. It is a privilege and an honor to partner with you for our mutual benefit.

The integrity and decency that is being exercised in our businesses is wonderful to see. In nearly every case, all of us work hard to bring value to our clients and to build strong relationships with our customers. Our employees are proud to be a part of your small business. If there is a way we can help you bring increased attention to your company during Small Business Saturday – or any day, please let us know. Our job is to help our partners grow!



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,

As the earth turns and the northern hemisphere begins its darker phase, let us all be reminded that children (and adults) are out walking and we may not be able to see them as easily. None of us are used to the night lights and glare coming so early, often during the evening drive time, and accidents increase this time of year. I wish you all safe walking and driving.

Speaking of walking, this is also the time of year that many charities hold walks, runs, and bike rides to raise money to fill their coffers and increase their ability to assist those in their programs. Taking part is FUN and the camaraderie is great. If you can't actually participate, there is always a need for people to help set up, offer guidance at intersections, hand-out water bottles and help clean up when the event is over. These fund raisers do so much good; if there is one near you try to assist where you can. It just feels GOOD!

Sincerely,

Herb Chinoski



Bring More Business your Way

Have you noticed how "high tech" our businesses have become? Nearly every company is at least partially automated and we have less actual interaction with our colleagues and customers. In the telephone answering business we have long worked to provide both high tech AND high touch for our clients. As we are able to do more and more things electronically, it is important that we reach out to you in every way that we can.

Our newsletter is one way we keep in touch; we often share new service offerings or explain how a current service can help in a new way. We share general information that might affect your company. On occasion we share our accomplishments with you so that we all feel a bit more connected. Working with people we "know" is always more comfortable than working with strangers and we want to be sure that you "know" us and what we stand for.

Please allow us to send this newsletter to others in your company- at no cost to you. It's a good tool to help your employees understand the role we play in your business. We can e-mail or snail mail copies so that people are informed of updates and changes on a regular basis.



Life in 25 Words or Less

“Handwritten notes become treasures; e-mails get deleted.”

-Anonymous

Gotta' Giggle

“Dear Math,

Please grow up and solve your own problems. I'm tired of solving them for you.”

-Every kid in school