



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

Understand that many medication doses are different for males than for females. Ask your physician if there are any indications that the standard dose might be too much for women, or the elderly.



Wealthy...

At least once a year go to AnnualCreditReport.com and check your credit for suspicious activity. Information for all three of the major credit reporting bureaus is available on this one FREE site.

...and Wise

Ransomware and malware can hijack or cripple your computer or block access to the content. Consider backing up important files to a low cost, portable encryption – enabled USB thumb drive.



Internet Dependence - Preparation

Last year an internet outage in northern Arizona demonstrated just how much we depend on our computers, cell phones and landlines. During the outage ATMs stopped working, 911 systems were disrupted, law enforcement could not access databases and businesses were unable to process credit card transactions. The apparent cause – vandalism of a cable buried in the desert which took more than 12 hours to find and completely fix.

The incident underscored how vulnerable the nation's Internet infrastructure is and how dependent we are on this technology. As carriers continue to build redundancy into their systems, providing alternative paths for information to travel, our susceptibility to this kind of disruption decreases.

Our awareness of these possibilities is key to keeping our businesses going if/when an issue does occur. Recommendations for business continuity include having enough cash on hand to function for several days and have computer data backed up (or printed) if the Internet is not accessible.

Whenever you are using services that are accessed through, or stored in the cloud, it is imperative to understand the redundancy and alternatives being offered to protect your information. Ask questions and be sure you understand the answers. If your information is ONLY stored in the cloud, how can you access it if the Internet is down? Technology seems to be moving at the speed of light and using it to our advantage is imperative; so is understanding the disadvantages and preparing for the worst even while enjoying the best of what is available today.

Assistance Centers

A recent visit to a radiology department for a simple X-ray was eye-opening. When the receptionist could not find the orders the doctor faxed over, she connected with the call center to confirm that they had been received. The call center then electronically transmitted a copy of the orders to the branch office and the necessary tests were done. From initiating the phone call to receiving the information, it all took less than three minutes!

When the washing machine failed to spin, a phone call to the repair department went directly to a call center, where the problem was detailed, the model number of the machine verified and the appointment was made. Two days later, the appointment was confirmed by phone; the morning of the appointment the phone rang, checking that an adult would be home during the assigned block of time – all done by the call center. When the repair person arrived it was determined that a part was needed; he contacted the call center, the approximate date of delivery was determined and a new appointment was made.

In both cases, the call center services were outsourced and not a part of the individual businesses; proving that extremely complicated information, when programmed correctly, can be handled by outside sources. Clearly more and more companies are cutting their payroll and increasing their efficiency by utilizing the services of a call center. It may take a bit of dedication to setting up the procedures but when thought and care goes in – true efficiency comes out.



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 Chinowski

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



The President's Letter

Dear Friends,

November is traditionally the time when I think about the things I am thankful for. Beginning with my family and my health, and moving to this business and our wonderful customers, I like reflecting on the good things in my life like my family, my health, our business and the wonderful customers we serve.

I sometimes wonder why I was blessed enough to be living in this great country and not in some of the ravaged and war torn countries I see on television. I know those conditions are real, but they seem so far removed from me. I wonder how I was so blessed to have been able to build this business. I know my own hard work determined our success but why was I the one given the opportunity? Why was I the one that "chance" smiled upon?

These reflections insure that I renew my pledge to make things better for others. That doesn't necessarily mean giving money to those less fortunate; it sometimes means providing opportunities and options for those in need, counseling an employee or lending a hand for a community project. Money is nice, but time is usually the commodity needed most!

I believe that what goes around, comes around. The good that I do in the world will come back to me, and has. I have been blessed beyond measure. I'm thankful for my family, my extended Rochester Telemessaging employee family and all of our business friends. If your lives are easier, in some way, because Rochester has been a part of it, for that I am also thankful.

Sincerely,

Herb Chinowski



Cyber Monday Support

Black Friday is traditionally the biggest day of the year for brick and mortar retailers and in recent years Cyber Monday has been making headlines. In 2014 online retail sales in the United States exceeded \$2 BILLION making Cyber Monday the most lucrative shopping day ever for online retailers.

Driving this phenomenal sales growth have been free shipping offers, aggressive marketing – especially e-mail marketing, and increasingly, an effective mobile presence. What turns online shoppers off is the inability to reach a human when things go wrong or they have a question not answered by the website information. Don't let this happen to your business.

Abandoned shopping carts are a testimony to the fact that while we can cut costs considerably by selling online, we are not at a point yet where we can dispense with the human touch. Make sure you offer a phone number so customers can talk with a person. Even if "first call resolution" is not possible, it is comforting to interact with a human being who can assure callers they are being heard and their issues will be resolved.

Even though your own staff may be able to provide all the online support necessary during normal business, it never hurts to have someone else ready to help. Talk to us about Backup Service for when your employees are all busy assisting customers. We can assistance you 24/7 – and not just on Cyber Monday but all year long.



Life in 25 Words or Less

“Do not grow old no matter how long you live.

– Albert Einstein

Gotta' Giggle

Q: Why did the police arrest the turkey?

A: They suspected it of fowl play.