



*A newsletter for the customers of Rochester Telemessaging Center*

## Healthy...

If portion control is giving you a problem as you keep that resolution to eat healthier – try the Rule of Thirds.

Fill one-third of your plate with vegetables, one-third with whole grains or starches, and one-third with protein. Make sure there is plenty of rim showing on your plate and you are probably in the healthy ballpark.



## Wealthy...

Pay attention to the charges on your credit card statements. Often small monthly charges are overlooked when a service is canceled. A recurring fee of \$21.95 per month – billed in error – adds up to over \$260.00 per year, and when it is discovered most businesses will only refund three months of the charges.

## ...and Wise

Our attitude has more impact on our lives than our education, money or circumstances. We choose our attitude every day. Life is 10% what happens and 90% how we react to what happens.



## Story Telling: The NEW Communications Tool



“Tell me a fact, and I'll learn. Tell me a truth, and I'll believe. Tell me a story, and it will live in my heart forever”. The author of those words is unknown, but the truth is undisputed.

Story telling has become one of the newest business buzzwords. This very old concept has become the “newest” way to promote our businesses, as we are seeing in books and articles everywhere. We are encouraged to put short video clips on our websites, and to use narratives in our advertising. The teleservices industry has been using story telling since its conception; often explaining our services is

really difficult until we give examples. Explaining that we will call a customer's cell with any urgent messages gets the point across; but explaining how a customer got a new account because we were so quick to contact him makes the situation more real.

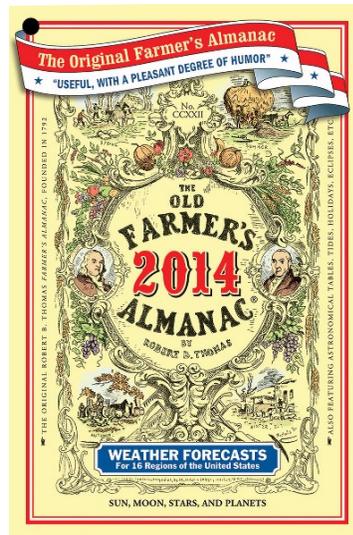
At Rochester Telemessaging Center we use anecdotes to teach our agents about the intricacies of a customer's special needs. In each account profile bullet points highlight facts for the people who answer your phones. But, when we are training, we try to chronicle the story behind the facts. When our agents know that you began your business from your garage, or that several of your family members work with you, everything becomes more real, and people just naturally want to help you succeed.

Using a narrative makes a situation come alive. We encourage our clients to share their stories with us. We can even shoot video of you sharing your special circumstances for use in our educational materials. Making sure we know your story is paramount to making sure we represent you well. When we answer your phones, we ARE part of your story.

## Scheduling

The Old Farmer's Almanac surely didn't get their predictions right for this year since the wide variations in weather this winter have dumbfounded even some of the best meteorologists. Ice storms in Texas, early snow in the east, violent storms across the Midwest and Northeast have all been out of the ordinary. Santa's sleigh was even delayed as UPS, FedEx and even Amazon could not keep their delivery promises. Whether in the government, private sector, delivery business or answering service, there is no doubt that scheduling is part science, part preparedness and a whole lot of luck.

As one reporter pointed out, “the holiday debacle is a reminder that massive undertakings with lots of uncontrollable variables and tight deadlines have multiple points of failure and we shouldn't be shocked when they fail.” While an answering service certainly has less pressure than a huge distribution company, every single call we answer is important and our scheduling is vital even though it takes place on a much smaller scale. We work very hard to be sure we have the manpower necessary to give great service. Like UPS and FedEx, we get fooled upon occasion, but our staff members are fantastic and come to our rescue as quickly as they can. The “family” here at Rochester Telemessaging Center care deeply about your business and ours. Rest assured that we will do our best to be here for you no matter what nature chooses to send our way.



## 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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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

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Refer a new client and receive a Base Rate credit.



## The President's Letter

Dear Friends,

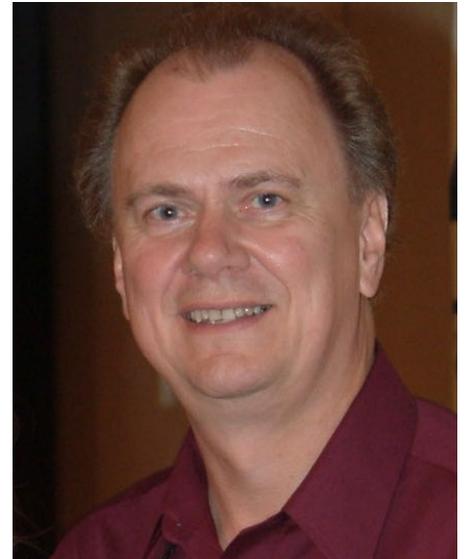
The XXII Winter Olympics are upon us. I always enjoy the games. I marvel at the pomp and circumstance of the opening night; the colors, the excitement, the joyous expressions on the faces of the athletes are all a privilege to see. Of course the extravaganza is always amazing; but the real draw for me is the pure joy that shines in the eyes of the contenders. I think about how much hard work these kids put in to get to this point and what an experience the Olympics must be. To work so hard; and to reach such a pinnacle at such a young age is inspiring to us all.

I try to remind our young agents that the examples of the athletes are repeated, to a lesser extent, by most of us throughout our lives. We are not all blessed with the talent and circumstances that allow us to become Olympic champions; but we can all admire (and emulate) the tenacity and the determination they demonstrate in becoming the very best. The habits of Olympians are sure to help all of us in whatever walk of life we are in. Striving to be the best – or at least very, very good at what we do, will help us achieve our goals in life. I try to help our employees see that what they learn here will have an impact on nearly every single thing they will do in their later life. We too are champions.

I wish you enjoyment and entertainment and inspiration as we watch our young people go for the gold!

Sincerely,

*Herb Chinowski*



## It's Flu Season – Is Your Receptionist Out Sick – Or Just Out?



There tends to be more turnover in the receptionist position than just about any other role in a company. If we find a really good receptionist, we promote them. If not – we replace them, hoping to eventually find that perfect person (who we then promote). It can be a vicious circle. When we don't have a receptionist, we often have others in the company fill in for a few hours every day. Usually anyone substituting on the phones would rather be doing their own job, and resent their time being "misused". We can

hire a "temp" while a receptionist is out with the flu, but they don't really know your company and are sometimes more work than they are a help.

We have a solution; allow your service to take on this very important position – and save a lot of money doing so. We can take your daytime phone calls, speak to your callers and help them with their questions, or transfer their calls to your phone as seamlessly as your own receptionist can. We can even answer your calls differently during the daytime hours than we do in the evening when we provide your emergency service. Using our services will eliminate turnover, training and absenteeism. You pay only for the time our agent/receptionist is on the line with your callers, rather than payroll for the total hours a receptionist is on premises, the taxes, Social Security and general overhead. When your receptionist is provided by us, you have no employee headaches and a huge cost savings as well. Talk to us about how easily this can be accomplished.

## Gotta' Giggle

“In the 1500's Bread was divided according to status. Workers got the burnt bottom of the loaf, the family got the middle, and guests got the top, or the "upper crust".

## Life in 25 Words or Less



“Short as life is, we make it still shorter by the careless waste of time.

-Victor Hugo