



*A newsletter for the customers of Rochester Telemessaging Center*

## Healthy...

**K**eepestress to a minimum. Studies have linked high stress levels to making a person more susceptible to catching colds and flu. Minimize your stress by working reasonable hours at your job. Aim for at least one night per week to spend with friends and family.



## Wealthy...

**Y**ou can't pin a dollar value to one of your most valuable assets: your network. Strong relationships are especially key, for those who have less access to start-up funding and fewer opportunities to land senior-level jobs. A study found that 73 percent of entrepreneurs attribute their success to their network.

## ...and Wise

**W**hether you're changing careers or deciding how to invest your money, everyone fears making bad decisions. But you have to make those hard choices.

Truth is, failure is often required for success. Action is the only way to address your fears. So, get started today and don't let fear stop you!



## Time for Business Growth

**T**he business headlines, both in print and electronic media, are all about marketing, content and generating leads. America is in growth mode; we all want to increase our business. One of the very best ways to increase our bottom line is to keep the customers we have and help them to grow their businesses. Reach out to customers and ask what more you can do for them. What would make your products and services more useful for them? What isn't working as well as you had hoped? While you are discussing your service - ask for a referral. If one out of four clients you chat with could recommend your services to a friend, your business could grow by 25% this year. People like to do business with people they know - or their friends know.

When someone says, "I LOVE my dentist!", "Try my doctor.", "The apartment community I live in is fantastic.", "If you need a plumber call mine!" people listen. Those are the words that generate business! If you want people to recommend your services - recommend theirs whenever you have an opportunity.

Make sure that your customers will want to recommend your business. Devote time to customer service, make call backs promptly, keep appointments in a timely manner and tie up loose ends to your client's satisfaction. We all know mistakes happen; it is how we take care of making things right that makes the impression on our clients. We are here to help you with client communication; tell us what you need.



## A Smart Use for Your Smart Phone

**E**very year we lose thousands of precious photos when our cell phones are lost, stolen or damaged. Why not make a resolution, and set a reminder to make a weekly download of photos to a computer - which is backed-up automatically by an on-line service.

Set a reminder to walk through your house and your business with your video camera on and make a record of the appliances, furniture and electronics - and all those video games, movies and books that we accumulate. If our homes are damaged, we can almost never remember all the things we have when it is time to list them for insurance purposes. Plan to narrate both videos - "The photo over my desk was a gift from our employees on the tenth anniversary of our company. The onyx bookends were my Grandfather's and are quite valuable. The antique telephone on the wall was a gift from my son and his family." By chronicling the history of the objects we hold dear, we will be giving our loved ones a glimpse into the past, and a clear idea of the value of the things we record, whether monetary or emotional.

Smart Phones have made these chores so much easier than they used to be but they have not done much to help us overcome the procrastination that that keeps us from acting. Vow to get it done this year; before it is too late and valuable photographs and information are forever lost! Perhaps the thing to do is to set reminders on your Smart Phone every month until this task is complete.



## 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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## The President's Letter

Dear Friends,

I love the optimism that we feel when we enter a new year. This is the time to review and renew our goals. Take time to look at what worked last year and what didn't. I like reviewing that old "To Do" list and seeing just how many things we actually did DO! So often we remember only what we were not able to accomplish and beat ourselves up over it. Sometimes more important things come along and they take precedence. That's OK, as long as what we did instead was good for our company.

At this time of year I like to decide what we want to accomplish in the next 12 months and create a path for doing so. I won't be too upset if that path meanders a bit, but to set a goal with no plan for accomplishing it, almost guarantees that it won't happen. Knowing WHO will carry that load is possibly more important than deciding how it will be done. One of our worst business habits is to establish a goal without determining who will "own" it.

As you do your own review and renew the goals for your company, keep us in mind. We are your employees; perhaps one of those tasks should be given to us to own! Do you need to reach out and touch your customers? Get their feedback? Let us conduct the survey. We're here for you.

Sincerely,

*Herb Chinowski*



## Protecting Business from the Flu

In this year, where the flu vaccines missed the mark by a bit, we are seeing increased call volume and increased absenteeism in our businesses. Medical clients are seeing a huge influx of flu related calls. Even those specialties that are not usually impacted by the flu season are experiencing more calls due to the need to cancel an appointment when the patient or others in their household have come down with the flu. This is the time when it pays to have your busy phones roll over to your answering service when there are too few people in house to answer them all promptly. There is no reason to lose business.

Attendance in all businesses has been affected by the same thing. "I can't work today I have the flu," (or "my child has the flu"). Call-outs like this can't be helped, but they can cripple business. Many of our clients have turned their phones over to their answering service because their receptionist is unable to work. In just a matter of minutes we can obtain the information necessary to handle your calls. With some preplanning we could even become your receptionist on a permanent basis; answering your calls and routing them to the proper person within your company or taking a message if that person is not available.

When you, or your employees, are suffering from the flu there is no reason for your business to suffer too. Call us to put a back-up plan into effect before you need us. Too late? The bug has bitten? Call us - we can still help!

## Life in 25 Words or Less

“The price of anything is the amount of life you exchange for it.”

-Henry David Thoreau

Gotta' Giggle

