



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

In this month of colds and sniffles remember that decongestants relieve nasal congestion by reducing swelling and restricting the blood vessels in the nose. BUT they also cause blood pressure to spike and interfere with the effectiveness of blood pressure medications. If you experience shortness of breath, irregular or slow heartbeat or unusual nervousness, seek medical care immediately.



Wealthy...

This is a great time of year to review your emergency documents – Inventory your assets and their location for your loved ones. Be sure that the names and contact information for your doctors, attorneys, accountants, insurance agents and financial advisors are located in one place and your loved ones know where that is.

...and Wise

Completing Product-Warranty cards just adds to the public pool of information about you. Your product will still be under warranty without filling out that personal information, and it keeps personal details out of the public eye. Taking part in surveys or contests also adds to the amount of data that can be made available for purchase. There is no law against this. Be choosy about what you share with strangers.

Smart Business is Here

We are living “smarter” these days – we’re connected! When one device is networked with another, great things happen – this is the technology the “smart” world is built upon; and it is rapidly changing the way we live. But what happens when a smart device does something not-so-smart?

What will people do when the crockpot ignores its signal to turn on – the toothbrush spins off into the shower and the home security camera shows only your frightened eyes looking back at you rather than helping to identify the noise in the bushes? That’s when consumers are going to reach out through their computers and smart phones for support of these devices. Whether they use chat or text, self-help searches or phone calls they are going to want help and they will want it immediately!

There are five-billion (that’s billion with a “B”) interconnected devices in the world today and just five years from now that figure is estimated to be 25-billion! We want you to know – WE’RE ON IT! Our vendors have been working for years to give us the capability of handling customer service calls and providing us with Help Desk applications to support our clients. The businesses that use our services can concentrate on their core business - leaving the customer service issues to their trusted call center. We can provide customized reports regarding every aspect of a failure – and the number of times it happens in each device. We are using that technology today to provide similar assistance to our clients and their callers.

More and more smart businesses are going to be using call centers as their customer service business partner. We’ve got your back!

Who Answers YOUR Website?

Your website is important. It gives potential clients a glimpse into your business and a feel for your company culture. As they peruse your site and learn about what you can do for them, people are sure to have questions, and occasionally they will want to reach out to you right away. We know because it happens to us from time-to-time. Our website has an icon that people can click and call right into our service. Your web designer can create that same kind of icon for you. It can trigger a call directly to your account here at Rochester Telemessaging Center, where we are ready to answer 24-hours a day. Or the call can be directed to the main number you answer during the day and that will be turned over to us when you forward your phones to us during your off hours.



We can capture the caller’s name, number and questions, and contact you immediately, or determine the best time for you to call them back. BUT if you give us a list of frequently asked questions – we can get the ball rolling by answering those initial questions and then either transferring the call or setting an appointment for you to continue the conversation. As consumers we want answers and we want them NOW. If there is no way to talk with someone when WE want to talk – we try other businesses. Don’t let your website be a dead end for browsers; make sure there is someone available to serve them whenever they are ready to buy so you can convert visitors to your website into customers.



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,

Last month as I watched the joyous news coverage of the two young mountain climbers as they reached the top of El Capitan in Yosemite National Park I began thinking about reaching goals. Not setting them, not working toward them, but actually achieving them. I set goals, and achieve many of them, but I must admit that I sometimes change their priority in my life. Goals are sometimes replaced by things of greater importance, altered by new information, or modified by circumstances that may be out of our control.

Many of us review our goals at year end and are surprised to find that some were reached with no fanfare and no feeling of victory, while others were no longer even on the agenda. Some were still waiting, and a few, a very few were reached with all of the excitement and emotion with which they were originally chosen.

When we earn the Award of Excellence, it is a goal reached with great fanfare. When we reach a financial objective there is a great feeling of satisfaction. Reaching a milestone is always an achievement worth celebrating, even if the achievement is only being in business another decade. Few goals will ever be as momentous as free climbing to the summit of El Capitan was for climbers Tommy Caldwell and Kevin Jorgeson, or the rest of the nation as we watched; for them there will now be great rejoicing. I vow to celebrate our victories with more exhilaration and elation; if it was worth setting a goal, it is worth taking time to recognize and enjoy the fulfillment.

Sincerely,

Herb Chinowski



We Value Our Seniors

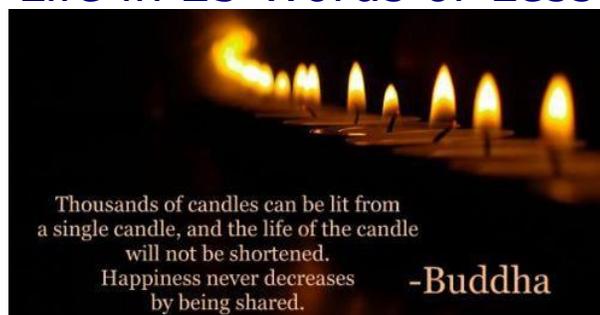


According to AARP a person turning 65 this year can expect to live an additional 19 .3 years. Many people "of an age" today are healthy and hardy and although they may want to retire from their career, they may still want to fill their time with meaningful work, even if it is not on a fulltime basis. We are seeing seniors coming to answering services and call centers because this is a job they can be engaged in while they are working and leave at the office when their workday is through. They know they make a difference and even save lives. They feel necessary and needed, but their responsibilities end when they hang up the phone for the day.

We greatly appreciate our seniors! They have people skills earned through a lifetime of human interaction.

They care! They know how to follow directions and they understand our clients reasoning and requests. Our "over 65ers" are surprisingly computer literate and software savvy. Our agent population is aging; there was a time when college students flocked to our services looking for flexible work hours. Today we still have some students, but many more people who have decided that our job is exactly what they need to carry them through the grand-parenting years – where they still enjoy the flexibility of a 24/7 work environment. Typing and computer knowledge is required but dependability and common sense are valued and appreciated! This may be the perfect place for a senior you know.

Life in 25 Words or Less



Gotta' Giggle

"42.7 percent of statistics are made up on the spot."

-Steve Wright