



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

“Thumbing” (now a recognized verb) on your cell phone can lead to repetitive stress injuries (RSI). Buy some squishy exercise balls and use them often; stretch your fingers and thumbs and give those hands a break.

Wealthy...

Americans spend about \$7 billion a year getting their OWN money out of ATM machines! The average household can save \$60.00 per year by planning ahead for their cash needs.



...and Wise

High-five your computer screen! Sitting an arm’s length (fully extended) from your computer screen will help you avoid eyestrain, neck and shoulder pain, dry eyes and blurred vision – look away from your screen often and focus on something far away.



Passwords – How Safe are Yours?

We have seen many security breaches recently and there are surely more to come. It’s time to get serious about the information we “put out there”. Experts say we are far too casual about our passwords. We keep them for too long, we make them too easy and we use the same one for everything; all very bad for our privacy. These habits make it far too easy for a hacker to hit real pay-dirt! One breach and suddenly hackers have access to EVERYTHING.

You can prevent hacking by making each password unique. HOW then do you REMEMBER every password? (Hint: Don’t make a list of them in your smartphone or computer) Try using the first or second letter of each word in a sentence as your basis, and then change one word for each account. For instance, “It’s not easy ! 2 access my Lowe’s account.” Using the first letter of each word, that would become: I N E ! 2 A M L A. Or, use the second letter, which would make it even harder to hack. The password would be: T O A ! 2 C Y O C. You might even want to alternate between the two options each month or quarter.

The sentences can be longer and contain more symbols or numbers, but as long as you can remember the basics you will be able to access your own accounts and keep others out. Take time to make your passwords meaningful yet difficult to decode and you can be a bit more confident that your most private information will be secure.

20 Most Used Passwords

- | | |
|--------------|----------------|
| 1. 123456 | 11. 123123 |
| 2. password | 12. admin |
| 3. 12345678 | 13. 1234567890 |
| 4. qwerty | 14. letmein |
| 5. abc123 | 15. photoshop |
| 6. 123456789 | 16. 1234 |
| 7. 111111 | 17. monkey |
| 8. 1234567 | 18. shadow |
| 9. Iloveyou | 19. sunshine |
| 10. adobe123 | 20. password1 |

What Information Do You Need?

A message center typically has two kinds of clients, those who receive most calls from current clients (residents, patients, contract customers) and those callers contacting the company for the first time. It is important to create an information profile that serves the best interests of your callers. Repeat callers need to be able to explain their needs quickly and succinctly without a great deal of fanfare. Callers new to your company welcome just a bit of branding on your part so they reach a comfort level regarding your ability to serve their needs.

A warm welcoming answer by a knowledgeable representative using a detailed message template will lead the caller down a logical path of questions and answers ensuring that both client and callers are best served. Thus, you must give serious consideration to those questions in order to elicit the information most needed.

If you aren’t getting the kind of information needed to be able to provide immediate and excellent service for your long term customers (see final article), then perhaps it’s time to revisit the questions we are asking on your behalf.

If your callers are not familiar with your business, are we asking the right questions to give them confidence that your company will be the right fit for them? It may be time to review the information we have and see where it can be improved for optimum caller satisfaction. Don’t forget that we can also ask if a caller is new to your company and provide our agents with two message templates, one for new callers and one for current customers. If you haven’t had a consultation with us in a while, this is a great time to schedule one. We can help you grow your business.

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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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
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Staff

Ryan Chinoski

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Programming Manager
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Refer a new client and receive a Base Rate credit.



The President's Letter

Dear Friends,

Spring is not only the season for new growth in nature, it is also the season for new business planning and growth. We are energized by the longer days to renew our business relationships and begin to build. Nesting is not only something the birds and wild critters do, we unconsciously do the same; we take stock, freshen up and move forward.

In our industry, spring is also the time of year when we attend conferences to meet with our vendors and colleagues. We learn what our vendors have designed for us since our last meeting. It's exciting to see the fruition of our "Wish List" from the prior year. These wishes often come from the things our clients have asked us to do, so your feedback is important.

Our conferences are also filled with educational presentations from people both inside and outside our industry. This may be the most generous industry ever created, for we, as service owners, often give presentations on what makes us successful, and our closest competitors may be sitting in the audience. Most of us feel that when we help a competitor to be better, it raises the entire industry. Of course, some really creative learning comes about when a small handful of owners come together (in the lounge or the halls) and share something exciting that we have been doing.

Our employees always know when we have attended an industry meeting, because we return with a whole list of new improvements that we are going to integrate into our own services. Our customers always win when we travel to a spring conference.

Sincerely,

Herb Chinoski



Can You Help Me with Tech Support Calls?

Our clients need only ask for help and we will do our best to supply it – and often for less \$\$ than you would spend in house. Our client needed to have someone answer trouble calls from people using their equipment. "In a perfect world, I need someone to get a caller's name, company name and phone number, and then fill out a form with detailed information about serial and model numbers, what the problem is and then call the right person to fix the product." He said, "I know that it's a lot to do, but I thought I'd ask." "We can do that!" We were happy to reply.

Our sophisticated equipment can easily help you complete trouble tickets, or any other kind of record-keeping forms, and we can store volumes of information about your products and which technicians to call for different kinds of circumstances. We can patch the caller to the right tech, or take the message in your software or ours, or even in your website through a portal you provide just for us. Simply explain your needs and we will help you achieve the best results using our flexible, detailed programming.

Think about what might happen in your perfect world, discuss it with us. Instead of paying someone by the hour to wait for calls from your customers, you can pay us for only the minutes we are actually helping your callers, and we can be every bit as knowledgeable and helpful as someone who works in your office. Let us help you achieve your perfect your world.



Life in 25 Words or Less

“Kindness is the language the blind can see and the deaf can hear.”

- Mark Twain



Gotta' Giggle

“Save the earth...



It's the only planet with chocolate!