



*A newsletter for the customers of Rochester Telemessaging Center*

## Healthy...

Americans drink almost 30 gallons of bottled water per person every year! In almost every area, tap water is perfectly safe and contains fluoride to protect our teeth. By eliminating bottled water from everyday living most households would save around \$200.00 per year.



## Wealthy...

See above – saving \$200.00 over 12 months (on bottled water) may not seem like a lot but it is those little things that really add up. Look at a credit card bill; the total charged in a month may be \$500.00 but most of it is charged in \$20.00 - \$35.00 - \$50.00 increments. Look for five ways to save \$15.00 per month and you will end up with almost \$1,000.00.



## ...and Wise

Save those photos! People lose priceless photos when they lose or damage their phones. Once a month, (or more often) download photos to your computer and put them into a photo management program. Back them up immediately to an external hard drive or online. This is also the time to make and send prints to family and friends.

## Disruptive Technology – Bring It On!

Years ago the term Disruptive Technology was coined by Clayton Christensen, a professor at Harvard Business School, who wanted to convey the idea that innovations can create new business and at the same time displace existing businesses. Disruptive technology was feared in our industry long before the term came into being. In the very early days we feared the answering machine, and call forwarding, and then cell phones. Each time some new technology arrived, the voices of doom were sure our industry would not survive. And each time our vendors helped us use the new innovations to bring better and more competitive services to our clients.

We have incorporated the internet into our systems, making our services more comprehensive and much stronger. The cloud is safeguarding our platforms, giving us redundancy and helping to cut costs. The Smartphone is about to revolutionize our business even further. "Disruptive technologies" offer ways for us to improve our offerings as we both rise above them, and use them to our advantage. Successful technologies offer us more successes for our own industry, as long as we can find ways to adapt them (or ourselves) to their use.

Look for some awesome (forgive the overused word but it is appropriate here) new communication tools coming in the next few years as our vendors take what is current and adapt it for your use and convenience. I suspect that in no time, when you use your message service – there will be an "app for that!"



## Today's the Day the Teddy Bears Have Their Picnic!

That old nursery school song reminds me that if today is the day that you are having your company picnic, I hope you have done your preparation first – so that you are able to have uninterrupted fun and leave the worries to us. When you are determining who will bring the potato salad, think about who will be on-call. When you are ordering those burgers, give us a call too, and let us know who to contact and how to reach them. More importantly – Let us know WHEN the picnic is going to be, because we need to staff accordingly!



It might seem unnecessary to give us advance notice for the couple of dozen phone calls that are likely to come in while you are playing tug-o-war, but if several of our customers plan their picnics for the same day – disaster can happen here at your service! One year we took over 700 extra calls because we had so many picnics going on at the same time. That one incident is what prompts this reminder every year. We want your calls answered as promptly as you do so we need to know what to expect. Take a minute to give us the information we need to do a good job for you and for all of our clients. And we will make a wish for you – that you have NO ants at your picnic!



## 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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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

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## The President's Letter

Dear Friends,

A while back we wrote an article about ICE. Not the cubes that you float in your tea on a hot summer day, but ICE that stands for "In Case of Emergency"! This ICE is a number that you put in your cell phone so that if you can't speak for yourself, first responders can quickly get in touch with someone who can give them the help they need to help you. The process is quick and easy. Simply enter the letters ICE in the contact list of your cell phone along with the name of someone who is close to you and has agreed to be a contact for you. Then enter that person's telephone numbers.



Be sure to give that person a list of the medications you take and any condition that a first responder should know about. It only takes a few minutes to take this safeguard and it could save your life. At the very least it can give you comfort if something happens and you need a friendly face in an emergency.

While you are taking care of this kind of thing, make sure that your account profile here at the answering service indicates who to contact in case of an emergency if we can't contact you. Lives can be saved because we know who to call if you need help. We live in an unpredictable world and every little bit of time-saving information helps. This seemed like the perfect time to remind everyone about these safeguards. Enjoy the rest of the summer, and stay safe.

Sincerely,

*Herb Chinowski*



## We Sound Like YOUR Office

“Good Afternoon, This is the Gilman Insurance Company, Tammy speaking, how may I help you?”

“Hi, this is Jack Baker, I'd like to speak with Gil, please.”

“Mr. Gilman is out of the office right now, Mr. Baker. May I take a message for him? I can reach him if this is an emergency.”

“Well, it's not really an emergency, but I do need some help. Would you be willing to look on the table in your reception area and see if I left a red notebook when I was there this morning?”

“I wish I could help you Mr. Baker, but I'm answering from another location. Let me take a message for Mr. Gillman; I can text it to him if you would like.”

“Wait, is this his answering service?”

“Yes it is, Mr. Baker, and I can reach Mr. Gilman for you.”

“Wow! I'm impressed, I honestly thought I was talking with the lady in his office, your voice even sounds a little like hers. Gil told me that his service was fantastic but even knowing how highly he speaks of your company, you had me fooled. I'd like to find out more information on your services, I might be interested.”

Conversations similar to this one happen regularly here at Rochester Telemessaging Center. Over 50% of our new business comes from experiences such as this, and referrals. We all know that word-of-mouth recommendations are the very best advertising there is! We're proud to be the recipient of so many words of praise. Ask us about our referral program, and be sure to let us know about anyone you think would benefit from using our many services.

## Life in 25 Words

"Life becomes easier when you learn to accept an apology you never got."  
-Robert Brault



## Gotta' Giggle

“After all is said and done, usually more is said than done.”

- Aesop