



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

Slurred and incoherent speech is one of the classic signs of a stroke. But new research finds that another symptom may be garbled and disjointed text messages, which could provide early clues to the onset of a stroke.

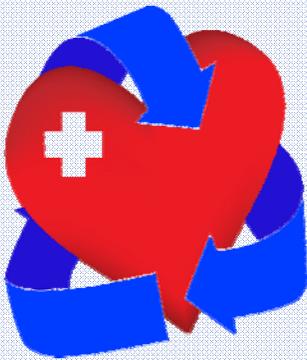
Wealthy...

If an auto trip is in your future, check out renting a car rather than driving your own. Between economy rentals and the projected depreciation on your car (sometimes 20 cents a mile) you could save serious money. If a rental breaks down on a distant road, the company will replace it; if it is your own car that breaks down, you have to trust a mechanic you don't know and perhaps pay for lodging while you wait for the car to be repaired.

...and Wise

Donating organs at the time of death can affect the lives of up to nine people.

Giving sight to the blind, or a kidney to someone on dialysis will increase their quality of life and allow you or your loved one to live on.



BYOD

When times were tough and money was tight, Bring Your Own Bottle parties were popular. The host furnished the place and the food, and the guests brought their beverage of choice. The concept has morphed into a whole new model for business. Bring Your Own Device has become popular as employees have invested in their own "business toys".



Cell phones (each bigger and better than the previous one) laptops, and tablets are often owned by the employee and used not only for personal communication but also for work purposes. In fact, in many cases, more work is being done on these personal devices than on the employer's computers. As more and more data can be stored or accessed by these devices, the convenience has been hard to dispute. As costs have risen, employers have been happy to have one less thing to purchase as a part of their own business expenses.

Just when something seems too good to be true, it is. We now have a proliferation of devices in the workplace that can't be controlled by the employer! Employees can download confidential information about the company, its employees, customers and patients. With absolutely no malicious intent, the employee with this kind of information in their pocket, can cause irreparable harm when their cell phone is lost or damaged, their laptop is hacked or their tablet is stolen. When a personal device is used for business lines become blurred and responsibilities tangled. We have seen countless instances where credit card numbers have been compromised. HIPAA regulated health information has gotten into the wrong hands and company secrets have been exposed due to information being in places that it should not be, i.e. personal devices.

The nation is being forced to come to grips with this phenomenon, and lawmakers are scrambling to determine how to handle breeches like these. Who is responsible? How can the information be protected? What will the penalties be? If this practice is alive and well in your place of business, it is something to pay attention to now. No one wants confidential information to be the cause of a lawsuit, or worse.

Seventeen Years

The excitement was palpable as the team from Rochester Telemessaging waited to hear their name called as the **ONLY** company in the Year 17 category. The wait seemed interminable as Linda Osip, Executive Director of CAM-X, the organization that founded and administers the Award of Excellence program, read through the list of 2013 recipients. Beginning with those who are in year one of the program, all the way through year 16, each company representative came to the podium to receive their plaque and have their photo taken. Finally, with a hush of anticipation in the room, Linda said, "Now for year 17, the **ONLY** company to earn the Award of Excellence the first year of the program, and every single year thereafter, Rochester Telemessaging!" The banquet hall erupted with cheers, and catcalls, whistles and applause.



Herb and Jan Chinoski, who began Rochester Telemessaging back in 1972, their son Ryan, who joined the company in 2001, and Sandy Lumley, Sales Manager, who has helped the company grow since 1986, rose to accept their award. Leaders in the industry and loved by all, there were many hands in the audience that reached out to high five or pat their backs as the group made their way forward. Huge grins and some happy tears (including Linda's) were evident when the plaque was placed in their hands.

Seventeen consecutive years of measured excellence, something no other ATSI member has achieved! "This award is our crowning achievement," said Herb. "It shows us, and our customers, that Rochester Telemessaging is committed to providing the highest quality service. This international recognition is due to the daily excellence of our dedicated employees. They have taken our vision and turned it into reality. This achievement belongs to our staff and we are so proud of them." "Not everyone in the company actually answers an award of excellence call," noted Sandy, "but they could have! We try to use the award protocol to answer every call; that's what provides our clients with such dependable continuity."

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

The President's Letter

Dear Friends,

Once again, I am proud to report that Rochester Telemessaging Center has earned the ATSI Award of Excellence, one of the most coveted awards in the Answering Service industry. I want to share with you my pride in the way our agents work ethic brings us this recognition throughout every year.

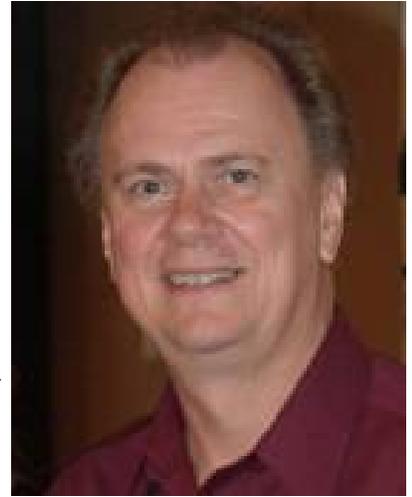
The people who make the award calls sample a small number of conversations. In house we monitor many more and we all come up with the same numbers. Most calls we listen to scores well into the 90's. That means that when your callers are on the line with us, they are getting great quality service. We are taking accurate numbers (almost never a wrong number) we are spelling names accurately. Our messages are complete and concise, and your callers are enjoying a warm and engaging conversation. When I listen to our agents at work I feel good! They are taking care of our clients the way both you and I want them to.

I tell you about this award every year, and we earn it every year, because we work to make our service outstanding for you. Thank you for allowing us to be a part of your business. We will continue to do our best for you, and we will continue to measure that by earning the Award of Excellence.

Sincerely,

Herb Chinowski

ATSI stands for the Association of TeleServices International, a world-wide association providing educational programs and conferences for the answering service industry.



Empathy and Responsibility

A current college grad told us recently, "I wish everyone in college were required to work for a year in an answering service! I have learned so much from you, and it mostly comes down to empathy and responsibility."



We spend a lot of time teaching our agents to put themselves in the shoes of BOTH our clients AND their callers. They need to understand that the impatient caller is not upset with them personally, but with the fact that they are not speaking to the person they want to speak with. It is our job to care about their situation, and to make sure that they feel their needs are going to be met. Empathy is what makes that happen.

We also need to make sure our agents understand that our clients all need some down time, some time when they can live their lives without being at the immediate beck and call of

their customers. In this case our job is to make sure we take accurate messages and deliver them to the right people as promptly as possible. By the right people, I mean the correct person on call. We explain that no one really likes to be on call for emergencies, and they certainly don't

want to be called by the service when they are NOT on call. Responsibility for getting things right counts here.

Empathy and Responsibility are two things that we all need to develop as we reach adulthood. Empathy for employees working short-handed when someone isn't there on time, Responsibility

for being at work on time so no one works short-handed; one feeds the other. Empathy for the caller who needs assistance creates a sense of Responsibility for taking complete and accurate messages that our clients will understand.

To work in an answering service while in college balances the written words in text books with real world customer interaction and experience. If employers are looking for well-rounded individuals to hire, those who have worked in an answering service are likely to come with an extra helping of Empathy, Responsibility, Education and Experience. These are great combinations!

Life in 25 Words or Less

“Never put off until tomorrow the hug you can give today.”
—Unknown

Gotta' Giggle

Never do card tricks for the group you play poker with.

