



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

Every year one out of every 10 people gets a CT scan! A CT Scan delivers up to 1,000 times more potentially cancer-causing radiation than a conventional X-ray. A simple procedure like an ultrasound can be far less dangerous, ask if the benefits are worth the risk, in many cases they are not.



Wealthy...

After reading “Healthy” above – it helps to know that the cost of a CT is far more than that of an ultrasound or X-ray. If you want a clear comparison of costs go to Clearhealthcosts.com for a price comparison. With the extremely high deductibles most of us have today, it pays to know what you need and how much it will cost – especially if it is coming directly out of your pocket.

...and Wise

Over 16 million households experienced identity theft last year. To help foil thieves ask your credit card companies to issue “smart cards” to you, with safer EMV chips. If they are not available ask for a replacement plastic card with your photo on it.

Block Those Pesky Ads!

If Internet Ads annoy you, they can be blocked. We have been warned not to use Op-Out links sent in e-mails of companies we don’t know and trust, since doing so will generally result in even more e-mail ads. You CAN, however opt out of e-mails from legitimate companies that you have done business with, the process will probably work as promised. Now many companies have also voluntarily agreed to participate in self-regulation efforts. These advertisers have a turquoise triangle in the upper right corner of their ads. Clicking this ‘AdChoices’ icon will bring up a web page explaining how to opt out of their tracking.

There are also some free Ad-blocking filters that are available on line.

AdBlockPlus is a free “browser extension” and it will prevent a vast majority of ads that move, make noise or otherwise disrupt your screen. There is also an adjustment that allows many of the static ads to be blocked. You will need to download this option – beware it may also block coupons, pop-up videos and other things you do want to see. Go to AdBlockPlus.org for more information.

You can also install a free tracking blocker such as DoNotTrackMe (Abine.com). This browser extension is designed specifically to keep companies from watching you. Other tracking blockers include Disconnect (Disconnect.me) and Ghostery (Ghostery.com). You will only need to install one tracking blocker to do the job.

Using one of these blockers, or other similar products, will stop the creepy ads that stalk us after voluntarily looking at other similar products on line!



Marketers can place the “Advertising Option Icon” on Web pages that collect user data.

This article is for informational purposes and is not an endorsement of any product described above.

Don’t Let Your Clients Hear a Busy Signal

As a business owner (or the head of a busy practice) you have experienced those days when the phone barely rings and you are able to accomplish a lot of work, and then other days when that phone hardly stops ringing and you are overwhelmed with all you have to do. It’s feast or famine. We can plan for busy Mondays or seasonal call volume, but surprise surges or spikes in traffic are hard to manage.

That’s where we come in; adjust your incoming phone lines to “roll-over” to Rochester Telemessaging Center and allow us to take those calls and immediately e-mail or text the message to you. Or if a call is urgent, we can transfer the caller directly to you at a second number. If your receptionist is out for the day, we can usually handle your calls without a hiccup. Just tell us what to say and we will do the rest. With planning, we actually have the capacity to handle all of your incoming calls and triage them for you so that you can assign your receptionist other duties.



If anyone understands busy phones – we do! And we also know how important every call can be. Having backup when you need it is important. The time to set up procedures for unusual coverage situations is BEFORE you need it. When you do need that extra assistance, we will be here and be knowledgeable about how you want those calls handled. Call today, for an easier tomorrow.



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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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

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Refer a new client and receive a Base Rate credit.



The President's Letter

Dear Friends,

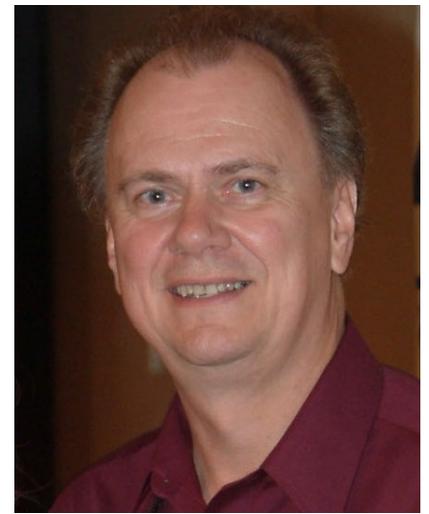
I was listening to the car radio while on the way to see a client the other day when a short, Small Business Interview came on. When the interviewee said, "it takes ten 'Atta-Boys' to make up for one 'You're terrible!'", it resonated with me! In our business, our agents get the equivalent of "You're terrible" fairly often. Callers sometimes become frustrated when they can't speak directly to the person they need and have been known to become abusive. It doesn't happen often but it is a hazard of this business.

We spend a lot of time teaching our people how to deal with this kind of call, and the stress it creates. Imagine someone lambasting you for something someone else has failed to do, and then having to smile and be pleasant to the next caller. It isn't always easy (in fact it may not ever be easy) but it is part of the job and our people handle it extremely well. I am proud of them and I tell them so pretty often. Now that I have heard that 10 to 1 ratio though, I think I need to tell them more frequently just how awesome they are. It is so easy to fall into the trap of pointing out every error, and forgetting about the 500 excellent messages they have taken that week.

If someone at our service has done a good job for you, please give them that "atta-boy (or girl)". You just might make their day!

Sincerely,

Herb Chinoski



Let Rochester Telemessaging Center Email or Fax To Your Clients

One of our very customer service oriented agents pointed out that several times a week we were asked to send a registration form to one of our client's callers. Yes, the form was available online, but some people just don't go online. Many folks have computers but not printers. When we get one of these requests we dutifully take the message and send it to the office where someone has to stop what they are doing to fax the form out to the caller. "Is there a way that WE can fax the form to the caller?" our agent wanted to know.

It was an "Ah ha moment!" There is a way for us to fax forms, directions and other documents to callers, and it is very quick and easy to do. It will be a cost-effective solution for our customer, and would save them the additional recovery time that interruptions demand. It's estimated that it takes approximately nine minutes to regain our concentration when something unrelated to what we are doing intrudes on our time. More importantly, the frustration we feel when we are interrupted by some seemingly nuisance task can mean that we never fully recover the efficiency we were working with prior to the disruption. Allowing us to take on these small tasks means everyone wins. Your staff is free to continue their work, and the caller has their needs filled with no further delay.

What forms or documents can we fax or e-mail to your clients or patients so that they receive immediate service and you have fewer interruptions?

*Call us today at 1800-462-3550,
because we can do that for you!*



Life in 25 Words or Less

“We could learn a lot from crayons. Some are sharp, some are pretty and some are dull. Some have weird names and all are different colors, but they all have to live in the same box.



Gotta' Giggle

“If all you have is a hammer, everything looks like a nail.