




*A newsletter for the customers of Rochester Telemessaging Center*

## Healthy...

Experts are recommending Slow Burn exercise. Rather than rushing through a strength training routine, going very slowly (10 seconds up and 10 seconds down) and holding positions is easier, more effective, and safer for your body. Reducing injury-causing stress on ligaments, tendons, and joints makes it safe for the elderly also. Slow Burn requires less time each week compared to more conventional workouts.



## Wealthy...

 Enter your loyalty card or member ID number  
Store loyalty cards that offer discounts (and even credit card companies) also record your purchases for marketing purposes. AND they sell your information to other interested parties, like life and health insurance companies, that use your buying history to evaluate your purchases and adjust your rates based on your healthy or unhealthy choices. Pay attention to what you buy using those cards. You might not want to allow them to know everything you purchase; protect your privacy.

## ...and Wise

Distracted driving has been in the spotlight since cell phones appeared on the scene but our vehicles are now coming equipped with internal distractions. Drivers admit the technology, both voice-based and touch-screen, can take their eyes off the road for 40 seconds or more – yet only 2 seconds of distraction dramatically increases the chance of a crash. If you are the driver, your safety and that of others in your car and other vehicles, demands your full attention. Leave the bells and whistles until you can pull off the road. Be safe.

## Life ~~Is Changing~~ Has Changed

**W**hen we weren't paying attention, life changed dramatically. Consider these facts:

- The largest taxi company owns no taxis (Uber)
- The most popular media owner creates no content (Facebook)
- The largest movie house owns no cinemas (Netflix)



Our communication methods continue to evolve at the speed of light, it's taking us, as humans, time to "catch up" to what we have created. Just as we master one app we find dozens, no hundreds, perhaps thousands more. One thing has not changed. We still want a human being to help us when things go wrong and we still become very frustrated when we can't reach a person when we want them. That's where your answering service becomes your valuable partner, providing first call resolution for callers used to instant gratification.

Take the time to give your answering service the proper tools and we can handle more than you ever thought possible. Consider us an employee; that's what we are. We can answer inquiries, check the status of orders, and even provide first level help desk assistance. When your customers can't get information when they need it, they go to the next person on the list. Don't let that happen to you; capture every lead and give every current client a fast and personal answer. It will change your life, and business, for the better.

## Visit RTC – Virtually

**Y**ou are invited to come for a visit; you're always welcome. . It's great to sit with clients and show them what our agents see when we receive a call for their business. If a visit isn't possible, we do the next best thing. We'll send a printout of your account profile so that you can see the actual words our agents see. We can also invite you to share your profile via computer so you can see how agents move from one screen to another. However, neither of those options give you the whole "feeling" of what it's like to visit Rochester Telemessaging Center.

We are very proud of where we live. Now we can invite you to see where everything happens, even if you are miles away! Please go to [www.RTCenter.com](http://www.RTCenter.com) and click on Virtual Tour. You'll travel our halls, see our calm surroundings; it's the perfect atmosphere for work that can become pressured at times. Take a peek into our Server Room, this is the equipment that connects your calls. See the Operations Center, where our agents take your calls, and stop by our break room where we relax. Take a look at all the awards adorning our walls.



We believe that when people work in a beautiful space they're at their best and do their best. Visit RTC and you'll see why we are the best!

### **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**

1130 Tienken Court, Suite 110  
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**

#### **Ryan Chinowski**

Director of Operations  
ryan@rtcenter.com

#### **Sandy Lumley**

Sales Manager  
sandy@rtcenter.com

#### **Nick Fortuna**

Office Manager  
nick@rtcenter.com

#### **Cyndi Williams**

Programming Manager  
cyndi@rtcenter.com



Refer a new client and receive a Base Rate



## The President's Letter

**D**ear Friends,

When the New Year hoopla ends, we all get back to business. We dedicate ourselves to this first quarter. We meet with clients, connect with our staff, and attend networking events. Whether you love them or hate them, they're a proven way to generate more business. I just read an Inc. Blog that suggested some great ice breaking comments to jump-start a good conversation.

"How did you get started?" has always been one of my favorite questions to get things going. Show me a business owner who doesn't want to talk about their business. The article suggested another, "What's your biggest challenge right now?", and one I was asked the other day, that I really liked was, "When you come to these meetings, what are you looking for? What kind of businesses do you help, and what kind help you?" We all know why we're there and we want to leave a meeting with a couple of possibilities for new clients; yet none of us want to be "sold" to!

I try to make it easy for people to get to know me as a person. People want to do business with people they know, so that's my goal, for them learn what kind of person I am; not what kind of company I run. Making a new friend is a good thing. Business follows.

Sincerely,

*Herb Chinowski*



## Don't let Branding Scare You

**T**he word "branding" has been a buzz word for a couple of decades but is it still a word many business owners don't identify with. Branding is determining what you want your company to be known for – and making sure potential customers know it. It's less about your logo and more about your products and services.

Why should people use your services? The smaller you are, the more important your "brand" becomes. Make sure your current and prospective clients know how you can help them and reinforce that message every time you come in contact with them.

If your company is like many others – so similar that you could change the names on your advertising and not see the difference, then you need to begin to find ways to customize YOUR service or product. You are actively building your brand with every client "touch", so make each touch important.

When RTC answers your phones, we become a part of your business and your branding. Make sure people know they can talk with a person, 24-hours a day, and you will already stand apart. Tell US what message you want to convey. Make sure we understand what you sell, and what you do for your clients. Send us a couple of paragraphs about YOU. A part of our RTC brand is that our knowledge of your business helps you stand out for your callers.



## Life in 25 Words or Less

*"All progress takes place outside the comfort zone."*

-Author Michael John Bobak

## Gotta' Giggle

**A**toms are untrustworthy little critters. They make up everything!

