



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

There is one National Poison Control Phone Number for the entire United States.

Available 24 hours a day 365 days a year, Call - 800-222-1222



Take a moment now to put it into your Smart phone or near

Wealthy...



Using your manners can help increase your bottom line.

Offering a "please" or "thank you" when you send your invoice can increase your chances of being paid by as much as 5%.

...and Wise

March 31 is World Backup Day

Set yourself up with a way to back up all your devices every month, using an external hard drive, cloud provider or online drive such as Google Drive, One Drive or Dropbox.



Survey Says: We're Good

According to a recent industry survey conducted in London, there are five circumstances that truly frustrate answering service customers. There is no doubt that our American counterparts would agree.



Only 8% of clients complained about a lack of personal interaction; our agents are caring individuals and that seems to be consistent throughout most services, here and abroad. A tie occurred when 10% of those polled said that agents were too familiar with callers, and 10% said that there were too many choices (undoubtedly due to voice mail introductions which say to press 1 for department A, and 2 for department B, etc.). The availability of ten keys on the phone do NOT mean that we should give our callers ten options!

Twenty percent of responders were upset when a language barrier made it difficult to understand and be understood by the agent serving them. Our staff is located right here in North America, and we are careful to hire people who speak clear American - English.

Over 50% of those queried said "long hold times" ranged from "annoying" to "intolerable"! While any shared service can have occasional surprise traffic spikes, we understand staffing and the importance of back-up options, and we rarely need to place a caller on hold; which gives your callers stellar service.

Block Fraudulent Contacts

It seems like telephone scammers find a new way to rip us off every time we turn around. One of the newest scams involves the use of our Smartphones. Typically, we will receive a text regarding one of our financial accounts, asking for data; if you respond with the information asked for, they've "gotcha". BUT, this is a double play scam! At the bottom of the text is message telling you to press a designated key to be removed from the list. If you follow these instructions, they get you again! There is a safer way to end these unwanted contacts. Now you can forward the questionable text to short code 7726. This will allow your cell phone carrier to block that sender.

Try not to give your phone number away. Fake contests and solicitations from bogus companies often ask for your phone number, so do mobile apps. Somewhere in the fine print we seldom read that you may be granting permission to use or sell your number, and sometimes the numbers of your contacts! Look into cell-call blocking apps such as NoMoRobo – Privacy Star – Truecaller and Hiya (among others) to help safeguard your vital information. Don't shrug it off; it's worth the time it takes to take advantage of these protections because it takes months or even years to untangle the financial mess that fraud can cause.



The President's Letter



Dear Friends,

Regular readers of this newsletter know I'm inspired by the Olympics. The dedication of these very young people is amazing, they are driven to be the best they can be; how does that happen? When you listen to their stories you'll find no common background, not even a common support network. Yes, most of the parents provide encouragement and assistance, but some don't. Some have financial resources, and some don't. Some have abilities that are recognized when they toddlers, and some grow into their talents.

Very few people have the talent it takes to become Olympians, far fewer have the motivation and the work ethic to see their dreams through. When we hire a new employee, we all hope to find a person with interest, ambition and the passion who will be a true asset to our companies. We need to provide an atmosphere where they can grow and can have their contributions recognized. Because one thing is very clear, someone provided the young athletes we are watching on television right now, with praise and encouragement for their efforts. For most of us, recognition is more important than money. When we understand that fact, we earn the loyalty of the people who make things happen in our companies.

We're big on encouragement and recognition here at RTC; whenever a customer offers praise for our service, we share it with everyone, immediately. It makes us all feel good!

Sincerely,
Herb Chinoski

A Competitive Advantage for Your Business

Your phones are your lifeblood. Having them answered professionally is one of YOUR competitive advantages; so be sure you tell prospective clients you have us. In fact, you can brag about having one of the best services in the nation. Only a few hundred answering services earn the coveted Award of Excellence every year and RTC is one of them. This award, given by ATSI (The Association of TeleServices International) has 21 points of judgement for every test call they make. We are graded on everything from the clarity of your company name when we answer to the number of times we say please and thank you.

We are proud of our service quality and you can be too. You can tell a prospective customer that even when you are not in your office your answering service will be there for them 24/7. Assure them that if they have an after-hours emergency, you will receive their message promptly because you have very clear instructions on how to be reached. This isn't something people think to ask about, and the fact that you introduce the topic with pride, will work in your favor. Your confidence in your answering service becomes a true competitive advantage; be sure to add that to the arsenal of things that set you apart and make your company the best choice for potential clients.

Life in 25 Words or Less

‘When you reach the end of your rope, tie a knot in it and hang on.

-Author Franklin D. Roosevelt

Gotta' Giggle

Optimist: *The glass is half full.*

Pessimist: *The glass is half empty.*

Mother: *Why didn't you use a coaster!*

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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Refer a new client and receive a Base Rate Credit

