



A newsletter for the customers of Rochester Telemessaging Center

# At Your Service

## Healthy...

### Heart Healthy Advice

We lose fluids as we sleep; help your body stay hydrated by drinking a glass of water before bedtime and another upon waking. Keep one by your bed at night. Overnight hydration has been shown to help prevent heart attacks.



## Do YOU Have a Mobile Strategy?

How many times have you checked your phone in the last hour? More than 91% of consumers say their phone is within arm's reach at all times. Nearly 60% of users said they preferred to use their mobile phone even for customer service. Have you embraced this continuing change in consumer behavior?



Increasingly, today's consumers enjoy problem solving on their own; accessing the web to find all kinds of information. But when they require additional customer care they expect to find help quickly and easily. If your business isn't mobile friendly, make that a priority- today. Start with your website – is it easily viewed on a smart phone? If someone needs to contact you immediately, can they do it by pressing a button on your website? Can they reach a person at any time?

**Any** time? Yes, a person should always be available; we live in a 24/7 society, and a contact center or answering service can cost-effectively provide excellent representation for your company whenever needed. This is how you grow your business. As a consumer, if I must wait 24 – 48 hours for a business to open or can reach a business where I can get an immediate answer to my question, where am I likely to take my business? To the person who talks to me when I need them, of course! Your potential customers are mobile, are you?

## Wealthy...

When you've paid off that car or loan, continue to make that "payment" every month into your savings account

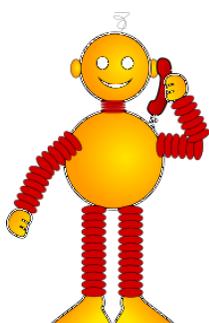


## Stopping Robo-Calls

There have been several updates to the original Telephone Consumer Protection Act that was put in place in 1991. One of the provisions requires "unambiguous prior express written consent to deliver prerecorded telemarketing messages to a residential landline or a cell phone."

There are exceptions – one of which states that calls made for informational purposes only, that do not include a commercial solicitation in any form, are allowed. There are many clever work-arounds to this requirement, so the calls continue. However, the regulations also state that **"Call recipients must be informed that they can opt out and how to do so, and this must happen within two seconds of the required caller identification declaration at the beginning of the message. Messages left on answering machines must also provide a toll-free number that connects directly to the automated interactive voice or a key-press opt-out mechanism."**

When these annoying Robo-calls come to your phone, don't just hang up! Wait until you are given the option to opt-out and then do so! It may take more than once but make the effort and eventually you will eliminate these calls. These predators count on the fact that most of us will not take the time to go through the steps to stop their calls. If we all made use of the "Opt-Out" requirement, many companies would find better ways to market their services.



## ...and Wise

Long periods of time in front of a screen - computer, tablet, or phone - decreases blinking by more than half.

Use the 20-20-20 Rule to wet and refresh your eyes. Every 20 minutes look at something 20 feet away for at least 20 seconds.



## 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

## The President's Letter

**D**ear Friends,

Happy Administrative Assistant's Week!

Since 1952, when Harry F. Klemfuss, of Young and Rubicam (one of the world's largest advertising agencies) created National Secretary's Day, the last week of April has been set aside to recognize the importance of the people who support our businesses.

It evolved into National Administrative Assistant's Day, and then Week, because for these valuable people – a day just wasn't enough!

While technically we could agree that everyone who works for you here at your service is an Administrative Assistant, we want to give a shout out to our counterparts in YOUR businesses. Every person who calls in for messages, or receives the morning e-mail or fax, for every person who figures out your schedule and makes sure we have it in plenty of time to program them, for every person who makes the myriad account profile changes that we must have – we say, Thank You! Thank you for your attention to detail. Thank you for your dependability. Thank you for your friendliness.

We appreciate all you do to make it easy for us to give you flawless service. We value our partnership and appreciate our long-term relationship. Happy Administrative Assistant's Week!

Sincerely,

*Herb Chinowski*



## Think out of the Box

**E**mployers in many states are now required to pay new employees ten days of paid time off (sick leave) in their first year with the company, and ten days every year thereafter. In a growing trend, led by California, many states are on the fast track to reach \$15.00 per hour minimum wage within just a few years, or sooner. Small businesses will need to raise their rates, find new ways to tighten their belts still further, or both.



Answering Services are becoming Business Support Centers, and can offer time saving, cost cutting, collaboration to bring excellent customer service to all kinds of businesses. If a task can be performed using a computer and phone lines, our centers can probably do at least a part of it. First Level Customer Service, and even First Level Tech Support are within the capabilities of most services.

What would be most helpful to you? Outsourcing your incoming and customer service calls to professionals will allow your current receptionist to take on other tasks. If you take a hard look at your phone calls, you will see that most fall into specific categories and can be handled easily by people outside your company who are trained to answer frequently asked questions and even work in your software. Talk with us today to see how we can help you conserve your cash.

## Life in 25 Words or Less



“**F**ortune favors the prepared mind.”

-Louis Pasteur

## Gotta' Giggle



**S**hout out to the people who ask what the opposite of "in" is.



Refer a new client and receive a Base Rate Credit