



A newsletter for the customers of Rochester Telemessaging Center

At Your Service

Healthy...

Being lazy certainly pays off when it comes to getting enough shut-eye. Research studies have found that getting enough sleep can reduce stress, boost your memory and help you live longer. While getting less than five hours sleep per night can result in weight gain, accidents and an increased risk of heart disease. Clocking up a regular eight hours sleep is an easy (and lazy) way to boost your healthy living.



General Data Protection Regulation

The General Data Protection Regulation (GDPR) will take effect in the European Union on May 25, 2018. Think of this as "HIPAA" for the "rest" of our personal data. The goal of GDPR to give citizens control of their personal data. It's also intended to simplify the regulatory environment for international business throughout the European Union and the US. GDPR is going to significantly change the way we market - and are marketed to, both abroad and here in the United States.



One of the biggest changes (and it comes with big fines for noncompliance) is that people must explicitly consent to receiving communications from you. If they choose to "opt out" that must happen immediately; a request for consent can't be hidden and there must be clear records of when and how consent was given, whom information will be shared with, and what it will be used for among other things. As consumers we will rejoice as these trickles down, and marketers, perhaps not so much. It will force us to change some of our marketing data collection standards.

Consumers are overwhelmingly concerned about data security and want to know that we will handle their data with sensitivity and protect it from threats. Being open and upfront about both our marketing practices and our security measures will build trust and help build our businesses.

5G – What Does It Mean for Us?

If you have a smart phone, chances are good you are using a 4G wireless network. If you watched the Olympics in Pyeongchang, South Korea, you saw 5G in action. Driverless cars, soil sensors for farms, and biometrics that will allow remote surgeries are actually here today. Look for 5G to become public soon; both Verizon and AT&T promise its limited arrival before the end of 2018! It will bring a whole new world of technology and conveniences, and perhaps as many as 3 million new jobs in the US alone. A new infrastructure must be installed for the startup. While our current mobile services require macro cell phone towers; 5G will use small cells – powerful antennas that are about the size of a shoebox will be installed on utility poles, streetlights and buildings.

By the year 2021 there will be 30% more mobile devices, and data use will be five times higher than it was two years ago! Communities will approve plans and issue permits; while private wireless companies will pay for the installation labor. The surging demand will require additional people in IT, cyber security, infrastructure planning, installation, sales, marketing, education, and oversight and support for all these positions. The changes that 5G will bring will be astounding, and most of the country will be experiencing this phenomenon by 2022. Hold on – this will be an amazing ride.

Wealthy...

Here's a fun project to do with kids: Put a nickel in a jar today. Tomorrow, put in a dime, then 15 cents the next day, 20 the day after that... you get the idea. If you carry on for a full year, the most you'll have to deposit in the jar on a single day, on Day 365, is \$18.25, and you'll have stashed away \$3,339.75. A less regimented, but more lucrative, money-saving tip goes like this: Every time you get a \$5 bill, put it aside. College professor Marie Franklin says she's banked \$40,000 in 13 years, one five-spot at a time.



...and Wise

Bring back a closed tab. Accidentally closed a tab? Simply press Ctrl + Shift + T to reopen the most recently closed tab and get back to what you were doing (Cmd + Shift + T on Macs).



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 Credit

The President's Letter

Dear Friends,

After reading about Jane Barbe, I reflected on the changes in our industry. Years ago, there were far more unconnected (and disconnected) calls than there are today. Our technology gets better, and our delays are fewer. Today, we're used to nearly instant gratification, and a busy circuit for hours would not be tolerated. We work tirelessly to achieve a 99.99% run time thought out the year. Our equipment is redundant, our platforms are mirrored, our backups are backed up, and we have sister companies, and hosted systems in place to help if disaster strikes. We invest thousands of dollars every year to make sure your service is as solid as possible.

We are coming up on storm season, our weather has become volatile, especially in the summer and fall. We will be reminding you soon to check over your account profile to be sure the information is accurate and up to date. It's easy to forget to let us know when someone leaves or joins your firm. When it comes to your on-call people, you probably have backups to your backups, too. It's important that we have the best information possible as we complete your calls. We have a strong partnership for providing connected, timely service to your customers, because our people care as much as yours do.

Happy Mother's Day to everyone.

Sincerely,

Herb Chinowski



Recording Customer Calls

"This call may be recorded for training purposes."

"This is Angela from My Company, calling on a recorded line."

No matter the size of the company or the business they're in, recording at least some client interactions is an established trend. Training is one of the reasons. It's difficult to teach a new employee how to handle every type of call they might encounter; reviewing the calls a trainee (or others) have taken is an excellent way for them to learn. Listening also allows us to understand what situations are difficult and improve the information flow, and thus the caller's perception of your service.

Of course, monitoring also provides a backup of the discussion to check for accuracy, in the case of "he said - she said," the proof of "who said", is there. Was that number 243 or 342? The recording provides verification of all the pertinent information; and when it comes to compliance or regulatory issues, there is legal proof things were done as required.

Businesses are safer when their calls are logged; more than once our recorded messages have provided indisputable evidence that clients, residents or patients have called - or that they have NOT called. Because every call in our system is recorded; we can also prove a call has not come in. If you'd like more information call us, we love to talk about our service options!

Just for Fun *Who is Jane Barbe, and what did she say that was heard about 40 million times a day?*

Jane Barbe was the voice actress who recorded many different telephone company messages, including the time and weather. However, the sentence that was heard about 40 million times a day is, "The number you have dialed is not in service...." Jane, known as The Phone Lady, died in July 2003, at the age of 74. We can still hear her lovely voice today; although far less often. "Will you please hang up and try your call again? This is a recording."



She also spoke the sentence heard most on Mother's Day, when approximately 122 million calls were initiated in the US. With everyone trying to call at the same time - Jane Barbe sympathized, saying, "We're sorry, all circuits are busy now, please try your call again later." Of course, everyone did follow her directions to try again; it was unthinkable to not speak to your mother on Mother's Day!

