



*A newsletter for the customers of Rochester Telemessaging Center*

## Healthy...

If you are eating canned fruits or vegetables, wash them before you eat. It helps to cut out the sugar and up to ½ of the salt.



## Wealthy...

“And I think the more money you put in people's hands, the more they will spend. And if they don't spend it, they invest it. And investing it is another way of creating jobs. It puts money into mutual funds or other kinds of banks that can go out and make loans, and we need to do that.”

~ Michael Bloomberg

## ...and Wise

“Working collectively and collaboratively is the difference between mediocrity by yourself or success as a team. You have to share the pain and the responsibility and if you do then you will also share in the rewards.”

~ Michael Bloomberg

## How Your Calls Come to Our Service

Once Upon a Time – every answering service customer was “hard-wired” to the service. Today, there are many ways to connect to your service. The first four options are all available from your local major telephone service provider:

Variable Call Forwarding – Dialing either \*72 or 72# prior to the number you want to transfer your line to – or dialing \*73 or 73# to take it back.

Delayed Call Forwarding – which allows a call to ring at your office and if no one answers within four rings (or number of rings you select) the call will transfer over to Rochester Telemessaging.

Busy Call Forwarding – which is usually set on the last line in hunting or on the whole phone line group and allows the call to transfer to us only if all lines are in use. It's like having a 2<sup>nd</sup> receptionist available all the time so no calls are missed. Messages can be emailed immediately so you know about the message shortly after it comes in.

Ultra-Forwarding – Allows a user to both forward and release forwarded lines from a remote location. If the person responsible for call forwarding the lines leaves for the day forgetting to forward the phones - Ultra Call Forwarding is the answer. It is perfect during snow storms or power outages when unexpected phone outages occur.

### And two products offered by your VOIP/SIP Carrier:

Time of Day Call Forwarding – This option is set-up by your carrier to forward your phones on a set schedule. Once the schedule is determined, the phones automatically transfer at the appointed times. Never forget to forward your calls again!

Multi-Ring Call Forwarding – Allows a group of phones to ring at several locations simultaneously. The call will be connected to the first phone in the group to be answered.

## Tracking Santa's Journey

NORAD and its predecessor, the Continental Air Defense Command (CONAD), has tracked Santa's flight on Christmas Eve for 62 years; all thanks to a happy accident! The tradition began in 1955 after a Sears Roebuck & Co. advertisement misprinted the telephone number for children to call Santa. Instead of reaching Santa, the phone number put kids through to the CONAD Commander-in-Chief's operations "hotline." Colonel Harry Shoup, Director of Operations, had his staff check the radar for indications of Santa making his way south from the North Pole. Children who called were given updates on his location, and a tradition was born.

In 1958, the governments of Canada and the United States created a bi-national air defense command for North America called the North American Aerospace Defense Command, also known as NORAD. And yes, they took over the tradition of tracking Santa. Today, NORAD, relying on volunteers, handles more than 12,000 e-mails and 70,000 telephone calls (about 40 an hour) from more than two hundred countries and territories. Most of these contacts happen during the twenty-five hours from 2:00 AM. on December 24 until 3:00 AM on December 25. Google Analytics have been used since December 2007 to analyze traffic at the NORAD Tracks Santa website to project volunteer staffing, telephone and computer equipment needs for Christmas Eve. Track Santa at [www.noradsanta.org](http://www.noradsanta.org), or search your respective app stores for NORAD Santa.



### **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 Chinoski**

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

Dear Friends,

It is traditional for me to use the November newsletter to share some of the things I am thankful for. I am so thankful for the people who answer our phones – yours and ours. They are dedicated to growing our businesses and to helping our clients. I am thankful I could once again provide health insurance for them, although it becomes more difficult every year.

I am grateful to our vendor for the platform improvements that allow us to offer our customers so much more to help them run their businesses. The level of sophistication is astounding, and permits us to work right in our client's software, screen sharing in real time, scheduling appointments and tracking jobs. It is so satisfying to be able to truly be a part of our client's companies, and help them save labor dollars!

And if it isn't too irreverent of me, my friends, I am wholly glad to see the election hype end and hopefully this country can recover and move forward for the next three years - until the madness begins all over again. Happy Thanksgiving to you all.

Sincerely,

*Herb Chinoski*



## "Small Plates" of Work

Soon Holiday season kicks off with Halloween and then will speed by until we say goodbye to 2016. In spite of our best laid plans, nothing of great importance seems to get done. Oh yes, there are times when we have a big push to complete a special project or mission, but for the most part our lives during this period have one interruption after another. Do not despair!

This is the perfect time for "small plates" of work. Single tasks that need to be done, but never get scheduled. Now is the time to ...

- Review your account profile at your answering service, eliminate old information and provide new updates.
- Be sure your ducks are in a row for year-end taxes, while you can still make adjustments.
- Review the marketing plan that began in January 2016 – Was it effective?
- Take a look at the first quarter of 2017 and determine assignments for future growth.
- Be sure you have disaster recovery plan – and how your answering service fits in.
- Have Rochester call your clients and complete a customer satisfaction survey.

And while on the subject of the answering service, vow not to underestimate our usefulness. As labor costs continue to sky-rocket, give real thought to what in-house jobs you might be able to outsource to your service. If it takes a phone – we can probably help. Talking to us is another of those small "get it done" tasks that can really make a difference.

## Life in 25 Words or Less

"In the game of life, when the final buzzer sounds, the only stat you carry with you is the number of assists you made."

~ Michael Bloomberg

## Gotta' Giggle

"If you try to fail, and succeed, which have you done?"

~ George Carlin



Refer a new client and receive a Base Rate Credit

