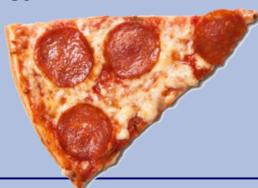




A newsletter for the customers of Rochester Telemessaging Center

Healthy...

Blot or Not to Blot? That is the question. Did you ever wonder if those people you see using a napkin to blot the grease off of pizza slices are actually getting any healthy results? Turns out, they're not crazy and are indeed saving calories. Doctors say the napkin probably absorbs between 20 and 50 calories.



Wealthy...

Half of all workers—and three-quarters of part-timers—don't have access to an employer-sponsored retirement plan like a 401(k). A MyRA, will fill in the gap, helping millions start socking away money for retirement. Even if you are already well on your way to establishing your retirement nest egg, you could learn something from this beginner's savings account.

Like a Roth IRA, the contributions aren't tax-deductible but the money grows tax-free. Savers fund a MyRA via payroll deductions with no minimum investment and no fees. **Go to <https://myra.gov> for more information.**

...and Wise

Use a staple remover to save your fingernails when trying to add things to your key ring.

Ransomware Attacks Increasing

There has been a steady climb in internet piracy over the past decade, and ransomware – barely heard of a year ago is now a serious threat. **Here is the way it works** – you click on an on-line ad or e-mail attachment and instantly malware attacks and blocks your files. You will soon receive a ransom note that may look like it comes from the FBI or other officious group, (often a part of the ransomware family which includes Crypto Wall and others) demanding payment through Bitcoin – an untraceable virtual currency. The threat is that if payment is not received by the deadline, the decryption key will be destroyed, leaving your data irretrievable.

To Protect Your Computer – Never open e-mails or attachments from unknown senders. If a salutation on an e-mail does not “sound” like the person purportedly sending it – don't open it without checking with that person – their address may have been hacked and their identity stolen. Don't click on ads; *enter a company's website through their home page.* Enable pop-up blockers and antivirus software such as McAfee or Symantec. Keep software updated. Backup everything on an external hard drive; don't rely solely on the Cloud; if files sync automatically they can also be compromised. Remember that while PCs are most vulnerable, Macs, smartphones and tablets are also being targeted.

Here is what to do – *IMMEDIATELY - Disconnect from the internet.* Wipe your hard drive – either follow steps for a factory reset, if you know what you are doing, OR take your computer to a servicing shop for assistance. Resist paying, there is no guarantee the data will be unlocked. File a report with the Internet Crime Complaint Center (ic3gov).

Organize Your Messages

This is the season of organization! For the past month, store ads have been touting racks, bins, boxes and software that will help us eliminate clutter and accomplish more - rather than spending time looking for things. We know it is not always easy to make sure things stay organized. Finding information easily is one reason we suggest our clients receive their messages via e-mail as a backup. The various e-mail programs allow sorting, which can be done by date, or key words. It is easy to point messages from the answering service to their own file within your system where you will be able to access them easily in the future.

When we page someone in your company, and deliver the message to them, we know that information does not always make it back to the office. Occasionally important messages fall through the cracks. By having every message also sent to your e-mail, either as individual messages as they come in – or one batch e-mail daily – you have an orderly record of all the transactions that were handled through your service each day. Double checking eliminates things from falling through the cracks. In addition, our message platform allows us to archive messages (by date) for long periods of time. If you ever do need to find a specific message, let us know and we will do our best to assist you.



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



The President's Letter



Dear Friends,
I was standing in the aisle of my local hardware store chuckling out loud as I read the warning label on a small, brown plastic bottle of *Rust Stain Remover*. It said, "Not a general purpose rust remover. Do not use this product if you do not intend to follow the directions." Oh MY! The longer I stood there the funnier it seemed. Another shopper glanced at me with a smile and I laughed even harder. "Look at this," I managed. Soon the two of us were laughing like loons.

How many times have you wanted to say something that direct and to the point but were too politically correct to do so? Have you ever had a client complain bitterly about something that was truly user error on their part yet you humbly smoothed the situation over; all in the name of preserving a good relationship? A smart business person never wants to make a customer feel awkward or inadequate so we find the right words to gloss over an issue and move on to higher ground. But haven't we all wanted to say, "If you aren't going to follow the directions – don't use this product"? Sometimes, I think we should just congratulate ourselves on our self-restraint and take an afternoon off. I'm going to do just that, hope you do, too. Enjoy!

Sincerely,

Herb Chinowski

Customer Convenience AND Satisfaction

It probably began in the early 1970's with the gas shortage – when we learned to pump our own gas – "for our convenience". Today we do SO much more ourselves from self-service checkouts at stores to making appointments online. We are always told it is for our convenience – and perhaps for a growing majority it truly IS more convenient to hop online any time we want and order everything from pizza delivery to books (both paper and on tablets), clothes and furnishings to making appointments to rotate tires. We have become a nation of people who do it themselves, especially online, and for the most part, we prefer it. **HOWEVER**, and it is a **BIG HOWEVER**, when things don't go right, we also want instant assistance!

Customer Service is more important than ever, and with the prevalence of social media options, our dissatisfaction sometimes goes MUCH further than it used to. Even when a company does most of its business online, there should be a way for customers to immediately reach a person who can help. It may be just fine to let unhappy or frustrated customers know that they will receive a call back during regular business hours, but they want to hear it from a person- not an automated voice. They want to **KNOW** someone listened. Your answering service IS your customer service "person". We are here to resolve problems when we can, and to reassure callers that someone will return their call. That is customer satisfaction – and it reflects well on your company.

Life in 25 Words or Less

“It's not that I am so smart, it's just that I stay with problems longer.”

- Albert Einstein

Gotta' Giggle

When people tell me "You're going to regret that in the morning." I sleep until noon because I'm a problem solver.