



*A newsletter for the customers of Rochester Telemessaging Center*

## Healthy...

**T**he U.S. Department of Health and Human Services recommends adults ages 18 to 64 perform at least 1 ½ - 2 ½ hours of moderately intense aerobic activity weekly. They also recommend workouts with muscle strengthening activities two days a week.



## Wealthy...

**“T**he quickest way to double your money is to fold it in half and put it in your pocket.”

*-Will Rogers*

## ...and Wise

**B**uckle up whenever you're in a motor vehicle. The National Highway Transportation Safety Administration estimates seat belt use saved 75,000 lives between 2004 and 2008.



## The IoT – Amazing, Fun and a Bit Fearful

**I**oT or the “Internet of Things”, has become part of our lexicon. It is all about connectivity -as our devices and appliances and all our “things” have learned to communicate. Most of these “things” are synchronized through sensors and machines. The IoT functions through cloud-based applications and interprets and transmits the data coming from a myriad of sources. The IoT allows us to turn up the thermostat in our home, while away; offers alternative routes when there is traffic congestion; or alerts us when our credit card is being used. It even understands when the filter on the refrigerator needs to be replaced and adds it to the grocery list application in your smart phone. It is so much fun – BUT – there is a serious side. Implanted medical devices that keep hearts beating correctly, or insulin at the proper level are part of the IoT, too.

Technology is growing so quickly it’s difficult to replace all the things that need to be changed to maintain security, so any of these applications can malfunction, or even be hacked. The most advanced medical and technical devices still need to work with old, legacy machines, like MRIs and X-rays and computers with older operating systems and outdated software. Give thought to how you use the Internet of Things, especially when it comes to things for your home and your loved ones.

## Could Your Epic Fail Go Viral?

**O**nce upon a time we believed that 1 of 7 unhappy customers would complain, the rest would quietly leave. We also surmised that the average customer would tell 3 - 5 people when they were thrilled and 12 – 15 when they were upset. That was then.

This is now. We have gotten “hardened” to poor service and we won’t take it anymore! Customers are more willing to voice their displeasure, and with less tact and diplomacy than in the past. Take note - these clients who complain are our biggest assets! Acknowledge and fix their problem promptly and you will likely have a customer for life. Fail to do so and they will leave; but they won’t go quietly! And they’re NOT going to just tell 12 to 15 people. Between the internet and the “send” button it takes just one gesture for angry clients to tell hundreds of people before they have had a chance to cool down and become more reasonable.

Today, excellent customer service is probably more important than excellent products and services. When things go wrong they need to be addressed as quickly as possible. Here at your service we teach our agents to recognize when a caller is unhappy and to respond to their anger appropriately. Our goal is to help your clients understand your concern and to assist them as quickly as possible.



### **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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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**

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## The President's Letter

**D**ear Friends,

If it's spring it must be time for folks in our industry to meet with our platform manufacturers and other users to learn about our equipment updates and how to improve our businesses. It would be difficult to find an industry more sharing than the telephone answering service group. Once upon a time, we each served our own little area; but technology has come a long way! Today we are direct competitors with services all over the country and yet we take the time to teach others what we have learned, (sometimes the hard way) and to help our vendors understand what we need next. These are strong organizations; our volunteers accomplish amazing things.

I have always taken part in these meetings, I've served on the Board and worked to make our group stronger. It takes time away from my business, but I always receive far more than I can possibly give. Occasionally, a conflict causes me to miss a meeting, and then it seems so long until the next year! I am very close to some of these colleagues; we share the same experiences and speak the same language. I am renewed, refreshed and excited when I return to build your service and make it better. I can't wait to see what's new this year.

Sincerely,

*Herb Chinowski*



## Automating and Outsourcing Saves You \$\$\$

**R**emember when the gas station attendant filled the tank, cleaned the windshield, took our payment and brought back the change? When the cost of gas sky-rocketed the station owner saved labor costs – and held prices down by “letting” us pump our own gas. Today, we have consoles at our tables in restaurants so we can pay for our meals without assistance; keeping costs down, and paving the way to need less labor when minimum wage goes up. If business owners can figure out ways NOW to prepare for this eventuality we will all be ahead. **We all need to find ways to automate and outsource – it saves \$\$\$.**

It's important to pay our people well! We care about them. But, to stay in business we must find ways to save. We are offering OUR clients the ability to change their own on-call information, it's convenient and simple. Yes, it saves us labor – *and it also saves YOU money.* More importantly, customers are outsourcing more to us; requesting more sophisticated assistance. When we make appointments, send information, or check the status of an order right in your software, we are helping YOUR business save labor, and money. We are paid only for the minutes we work for you, your employees are paid by the hour, plus benefits. Take a look at the ways you can save labor/money by asking us to do more. You will be amazed!

### Life in 25 Words or Less

“**E**ven if you are on the right track, you'll get run over if you just sit there.”

– Will Rogers

### Gotta' Giggle

“**T**here are three kinds of people, some learn by reading, a few learn by observation, the rest have to pee on the electric fence themselves.”

– Will Rogers