



*A newsletter for the customers of Rochester Telemessaging Center*

## Healthy...

**R**esearch tells us that multitasking can result in up to 40 percent more mistakes than working sequentially through one task at a time. It has also been shown to stifle creativity and our obsession with productivity leads to chronic stress. When we slow down, taking one thing at a time, we become better listeners and better communicators.



## Wealthy...

**G**ather in advance any information you need to make a decision. Warren Buffett prides himself on swiftly making up his mind and acting on it. When people offer him a business or an investment, he says, "I won't talk unless they bring me a price." He gives them an answer on the spot.

## ...and Wise

**L**ast year it's estimated that K-Cups generated 150,000 TONS of waste! Using reusable coffee filters or biodegradable pods are the way to go. Compostable coffee pods can create approximately 80% less waste and use less petroleum and plastic than K-Cups.

## Just Google It!

**W**hen did the noun Google – the name of a company – become a verb?

In July 1998 Google co-founder Larry Page wrote "Have fun and keep googling" on a mailing list, thus using the word as a participle, supposing an intransitive verb. Technically it means using the Google Search Engine to find information on the World Wide Web. Since that time the partners have asked that the word "google" not be used as a verb when describing general web searching. However, for most of us that plea falls on deaf ears. In fact, even dictionaries describe "googling" as the use of any search engine, (including Bing and Yahoo) much the way "Kleenex" and "Band-Aid" are used as a generic description of a product?

In the summer of 2006 "google" (in both upper and lower case) was added to the Oxford English Dictionary and the Merriam-Webster Collegiate Dictionary. The American Dialect Society declared "google" the most useful word of 2002. It was first used on television in 2002, on Buffy the Vampire Slayer, when Willow asked Buffy, "Have you googled her yet?" Google still leads the market for search engine usage; handling 115 billion searches a month. In December 2015 Google enjoyed 69.3% market share, while Bing held 20.7% and Yahoo rose to 12.7. So most of the time when someone says they "googled" it they really did use the Google Search Engine.



## Rochester Telemessaging Wants to Pay You!

**T**here is a sign in my doctor's waiting room that reads, "The absolute nicest compliment you could give us is to recommend our practice to your friends." That is so nicely put. I suspect that just about everyone we answer for agrees.

**Let us pay  
YOU  
this summer!**

A while back we did a review of our customer base and discovered that the vast majority learned about us through friends who use our services. We TRUST our friends who recommend a physician, a restaurant or even their answering service. When someone we know has had a good experience we believe that we will also – and, that is a fair expectation.

Client referrals are the backbone of our business. This summer we want to pay you! Refer a new client and receive a Base Rate Credit.

**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,

We interrupt this president's letter so that we have more room to share a revelation with you! Please take time to read the article below. I suspect that most of us are so busy running our businesses that we don't think to review the answering service account set up to see if it is meeting all of our needs. We accept the status quo. However, you have a unique partner in your answering service; we urge you to take advantage of us.

In the Case Study below – our client was amazed at the results of our detective work!

Sincerely,

*Herb Chinowski*

## Inspect What You Expect - Do It NOW!

We have all heard that truth a hundred times, but never has it made more sense than it did for one of our clients. A fairly new customer, called us with a complaint; his bill was higher than he had anticipated and it seemed to increase every month. "What is going on?" he wondered. We did, too. So we began reviewing the setup of his account profile, his message format and the number of messages he received. Yes, the number of messages had been creeping up, and this month it had nearly doubled. Knowing his business was seasonal, we explained that his call volume had increased. "But, it shouldn't have!" he argued, "This is not the time of year for it to go up." Back to the drawing board!

This time we printed all his messages for the billing period and begin sorting them according to the callers' needs. There were employee calls, service calls, service person was late or a no-show, repeat calls for service. Hmm. We looked at the times the calls came in; there should have been no calls to the service during their regular office hours of 8:00 AM to 6:00 PM but there were! Most were within an hour of opening or closing times and a few around the lunch hour; but there was one entire afternoon when we took over 30 calls. THAT might run up his bill.

By running a report and reviewing a month of calls it was easy to see the pattern. It was obvious that some of his people weren't doing their jobs. There should not have been calls because service people were late or never arrived. There should not have been calls from customers who had not received prompt return calls. And clearly the office was not opening on time.

You have our service so that when people can't be at their desk on time, your customers can still reach you; we're here so that your customers have the attention they need. We've got your back, and your reputation. But when your employees begin to take advantage - it is going to reflect on the bill. We are happy to provide a report showing the messages from an entire billing period for your review. It might be an eye-opener. Even when everyone is doing their job exactly as they are supposed to, this kind of review often shows us ways to lower your bills, and increase your caller's convenience. Call our customer care team to arrange a review soon.

### Life in 25 Words or Less

“The best dreams happen when you're awake.”  
-Cherie Cilderbloom

### Gotta' Giggle

If I've told you once, I've told you a million times, don't exaggerate!