



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

Rub Your Temples -

Tame tension headaches by rubbing peppermint oil, Tiger Balm or white flower oil on your temples. All three remedies contain menthol, which has analgesic properties.



Wealthy...

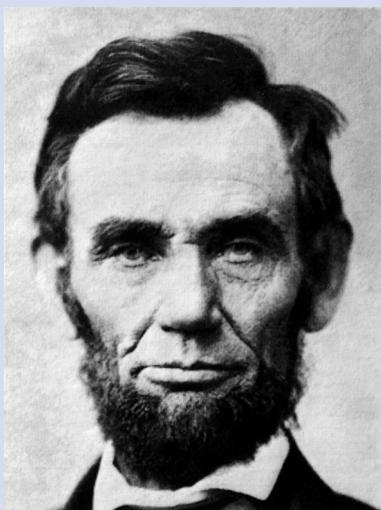
The real measure of your wealth is how much you'd be worth if you lost all your money.

-Bernard Meltzer

...and Wise

I destroy my enemies when I make them my friends.

-Abraham Lincoln



Introducing Chatbots

If you haven't been personally introduced to Siri, at least you know about her. She's fun, she says audacious things if you ask the right question, and she knows just about everything you want to know! Siri is a "Chatbot", a robot that simulates human conversation, and she may be living in your iPhone. (You can also turn her into a guy if you want to; she can swap genders.) If you have an Android or iOS, then your Chatbot friend doesn't have a "name". You just say "OK Google", and if you are on Windows, your friend is Cortana. Oh the things they will do to help you.

Simply say your Chatbot's name and then ask a question or give a command. If you say, "Siri, text my brother." She will question you, "Who is your brother?" When you tell her, she will remember and not ask again. If you want a quick nap, just say "Cortana, wake me up in 20 minutes." Your alarm will chime at the right time. Chatbots work as our personal assistants; if you say "OK Google - remind me to pick up toothpaste next time I am at CVS", your Chatbot will alert you next time you are near the store you indicate. Smart phones are getting smarter and smarter! Make friends with yours and see how much help they can be.

September is National Preparedness Month

All over America we are experiencing weather related disasters in places that have NEVER had these issues in the past. Our climate is changing and bringing challenges we are not fully prepared to handle. Disasters come in other forms: fires, accidents, and even terrorism are unexpected nightmares that are all too real and nothing in our experience prepares us for that reality. THIS is the time to do some planning.

Make sure your most important business information is organized where you can find it quickly— a fireproof safe is the perfect storage place for those things that aren't on your computer. Electronic backups for all computers should be duplicated offsite.

Your personal (and family) information should be kept in a single location (that strong box again) that can be easily transported if disaster strikes. Finally, use the services we offer to make sure you, your family and employees can access all your vital information no matter where you are when disaster strikes. We can keep phone numbers, addresses and meeting places all organized and in one place. Imagine if a member of your family or team loses their cell phone in a disaster. Your service should have your contact information and be able to act as a clearing house for you. If you don't have these protections – do it now – during National Disaster Preparedness Month.



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 reading an article on Customer Champions recently and a Customer Champion was described as "Customers and partners who have made both a monetary and professional investment in choosing to do business with you and they're looking for a two-way relationship that is mutually beneficial. Employees are champions as well. They have made a decision with their careers and their success is tightly linked to the success of the organization." Those words were written by Joan Babinski, VP of Corporate Marketing at Brainshark. She went on to discuss Champion Programs and how to build them. I thought to myself, our close symbiotic relationship with our customers is already a Champion Program. Very few industries have the opportunity to help build one another's businesses as we do – you and I.



The people working at Rochester Telemessaging are motivated advocates to help your business grow. In turn you often recommend us to your colleagues and associates. It is our job to make sure your callers have the best possible impression of your company. You often share your impression of what we do for you. We are already champions for one another. If ever you would like a testimonial from US, feel free to ask. If you want a partner in your advocacy programs, reach out to us. We are proud to be your champions!

Sincerely,

Herb Chinowski

Review Your Efficiency

Looking hard at what we do and why we do it will often result in significant savings. We all know that UPS is one of the cheapest guys in town when it comes to saving money. (That is a compliment.) In 2004 they actually created a navigational program to map driving routes with mostly right turns because making a left turn on a 2-way street is time consuming. UPS, with over 96,000 trucks on the road, saves several seconds for every left turn eliminated; amounting to many millions of dollars saved in gas costs. The plan has saved significant time and labor as well.

Small businesses often find it difficult to find savings since we don't have the power of economies of scale. But those businesses that use their answering service as a true contact center CAN and DO achieve savings on a grander scale than others. Just about anything you can do with your communications in house can be done through your partnership with your answering service/contact center – for LESS! (Usually much Less)

When was the last time you investigated the possible savings? Do you know what can be achieved with today's technology? If you want to see a significant savings, look at outsourcing your communications to us and concentrate on running your business, perhaps with fewer people.

Life in 25 Words or Less

“Luck is simply the crossroads where opportunity meets preparedness.”

-Oprah Winfrey

Gotta' Giggle

What major online retailer began as cadabra.com?

ANSWER: Amazon. The company was founded in 1994. Founder Jeff Bezos picked the name "cadabra", as in the magician's word "abracadabra". However, when his attorney mispronounced it as "cadaver", Bezos changed the name.