



A newsletter for the customers of Rochester Telemessaging Center



Healthy...

Pay attention to your health. Busy people don't always take good care of themselves, and THAT costs MONEY as well as irreversible issues. Spend the time to make sure your body is in good shape, and walk every day!

Wealthy...

Choose a regular time to look at your money and bills each week so that things don't pile up.

Put all important records and documents in one place, so that you can find them easily.

Create a budget.

Consider bank accounts that allow you to put money aside for essentials in separate sub-accounts. This can help prevent you spending money you need for rent or bills.

Try just taking as much money out as you want to spend each week.

...and Wise

Join your employer's retirement plan because of the tax advantages and possible matching employer contribution. Many plans, especially those offered by large employers, include a select list of low-cost mutual funds. Making it relatively easy for to build a sensible portfolio.



\$15.00 Minimum Wage Coming

Start NOW to cut costs. Smart businesses will save thousands of dollars by outsourcing! Outsourcing is just smart! Hiring companies that specialize in doing one thing and doing it well makes good sense. From cost reduction to improved service levels, from increasing competitive advantage to growing revenue, YOU are already benefiting from outsourcing. According to a recent Inc. Magazine survey 64% of small to mid-sized companies already outsource, and 41% of those plan to expand the practice. Do it NOW.

When callers can reach a person, who can speak on your behalf – 24/7 – you have a clear competitive advantage. When the person speaking can answer simple questions, and give information the caller needs, you can halt their search, eliminate phone tag and procure their business. AND paying someone ONLY for the time they are talking with your callers is extremely cost effective.

When you need more time to concentrate on running your business, doing those things only you can do, then look hard at saving time – and money by outsourcing your initial communications. Think, "Receptionist Time Sharing". When your phones are answered quickly, and your callers receive almost instant information, you provide value to both current and potential clients. Outsourcing provides additional worth for all concerned. Call now to discuss how to lower your labor and your costs.

Unintended Consequences

“My service costs just keep going up and up!” our clearly upset client said, “We aren't doing

anything different; what's happening?” She was right, and there was no obvious reason. We investigated and noted when the increase began it wasn't their peak season, the on-call people were not new – nothing was different. We listened to messages; we looked at the number of times we had to contact their maintenance personnel. Their guys were good, they responded promptly. WHY were their bills higher?

Then, a clue, the higher usage alternated weeks. We asked our dispatchers and they knew exactly what the problem was. One of their employee's answering machine recording changed right after the couple had their second child. Their three-year old was explaining that “Mom and Dad can't come to the phone because they're taking care of my new baby sister.” The recording was adorable and our agents listened to it for nearly a minute every time they left a message when Mike was on call - about 20 messages a week, twice a month.

We now text to everyone's smart phones; and the client's bills dropped over \$30.00 month. It's a very economical way to deliver messages and so convenient. Give us a call if you suspect that outside influences are driving up your costs; we're always happy to find ways to lower our labor, and your answering service bills.



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,
Our January newsletter will be devoted to saving and spending company dollars wisely. Our first article deals with further outsourcing; we already welcome your callers; it makes sense to do more. Yes, it takes time to plan and create a reasonable list of information that our agents can assist with but it is certainly worth the time and effort that it takes to provide better service.

We have clients that never answer their own company phone number! Our agents answer caller's questions and give out information. It's amazing how knowledgeable our agents become in just a few months! We are celebrating our third year with one company and, our client has been able to do all the work in their very lucrative company with only four people. It's amazing what outsourcing can do for a business!

Last year we added another such client and we have saved them thousands of dollars in payroll, to say nothing of the headaches of medical insurance, withholding taxes and absenteeism. Experts predict that Administrative Assistance Services for companies of all sizes will become quite popular as we see labor costs rise due to health care and minimum wage laws. Outsourcing to us will increase the value of our services and help to keep labor costs in check; why not begin the savings now?

Sincerely,
Herb Chinowski



Agents + Automation = Savings

A combination of people and automation can create the best value for your answering service dollar. Well-educated, devoted agents are the keystone of our service; labor is what we sell and what makes us stand out. However, automation helps keep labor costs reasonable and we use it whenever it will be appropriate and not discernible to callers.

Your account profile may already be programmed with automation; for instance, often dispatching instructions are being initiated by one keystroke; which makes several steps happen, much like dominoes falling. Or we can have the information of prior callers auto populate into the message ticket. When we're able to use automation there is 100% accuracy since the computer takes over and guides the messages. When the computer is working, more costly people are not involved. Clients win on two counts, accuracy and cost.

When we are handling your calls – every single second is productive. Every minute you are charged means either our people, or our platform, are actively performing on your behalf. Every adjustment we make is with an eye to keeping labor costs down and service quality UP!

Life in 25 Words

Living on earth may be expensive, but it includes an annual free trip around the sun.

Gotta' Giggle

A study of economics usually reveals that the best time to buy anything was last year.