



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

Be on alert for the terms juice cocktail, juice-flavored beverage, and juice drink. Most of these products have only small amounts of real juice. Their main ingredients are usually water, small amounts of juice, and some type of sweetener, such as high-fructose corn syrup. Nutritionally, these drinks are similar to most soft drinks: rich in sugar and calories, but low in nutrients.

Wealthy...

Know When To Quit: Once, when Warren Buffett was a teen, he went to the racetrack. He bet on a race and lost. To recoup his funds, he bet on another race. He lost again, leaving him with close to nothing. He felt sick — Warren Buffett never repeated that mistake. Know when to walk away from a loss, and don't let anxiety fool you into trying again.

...and Wise

Some people succeed because they are destined to, but most people succeed because they are determined to.

-Roscoe Dunjee



Social Responsibility - Increased Costs

Ringling Bros. and Barnum & Bailey Circus has closed their tent flaps! A year ago Feld Entertainment, Inc. announced they would phase out the elephant acts in response to consumer demands; ticket sales plummeted. We have turned against what we perceive as unfair practices whether it's animal living conditions (restaurants now use only cage-free eggs) or inhumane working conditions (we don't import from countries that use sweat shops or child labor). We are in the process of raising minimum wage to \$15.00 per hour over the next few years.

Here, at Rochester Telemessaging Center, we stay well ahead of minimum wage in paying our employees. We also offer benefits and take care of our people with as much corporate responsibility as we can afford. We'd like to do more, but we must maintain a balance between what we can pay and what we can charge our customers. It becomes a catch 22; if we must pay our employees more, will our clients pay more for our services? This is not just a question for us but for most of our clients, also. Collectively we are going to find our customers can only afford so much. Fortunately, using our services will allow our customers to save significantly on their labor costs. Together, we will all find a way to keep our tent flaps open.

More Dependable – Less Cost –

“I just can't keep a good receptionist!" said our customer. "Whenever I get someone good, within weeks we either promote her or she leaves for greener pastures! Will you cover our phones all day today? Just send a message to the person the caller wants to talk to and we'll call them back." He continued. "We can do that." We said, "But wouldn't it be easier for you if we just call the person they ask for and connect the caller? That way your customer can be taken care of immediately." "You can DO that!?" He asked. "Fantastic!"



We really can act as your receptionist, answering your calls, connecting the callers you want to talk to, taking messages from others so you can call them back at your convenience. We can deliver messages, to your callers, too. Give us a list of the answers to your FAQs and we can sound like we are sitting right there in your reception area. Give us access to your computer scheduling (or use ours) and we can make, change, or confirm appointments, too. How professional!

When you employ a receptionist, you have "hidden" costs – Payroll tax, Employer's part of Social Security, Unemployment Tax, Workers Comp, Sick pay and/or Vacation pay, Holiday Pay, a portion of Health Insurance, and retirement contributions. Employees are expensive far beyond their hourly pay. If you regularly hire and train new receptionists, you lose that investment over and over. When we're on board, those costs are gone! Call us, we can help.



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 often find myself wondering what to share with you in these newsletters. We try explain the various services we can provide because nothing is worse than having a client tell us "I didn't know you could do that!" especially if they are looking elsewhere for something we can do.

We also try to give you a view of the technology that is coming down the universal pipeline. Knowing that every Twitter Tweet being kept forever in the Library of Congress or how Bit Coin is changing the world is fun. We occasionally throw in some history – especially as it applies to our industry.

Of course, we use this space to make sure you know about things that are going to affect your current or future service, and upgrades our vendors are providing for us. Occasionally I share something personal about our family or our family of employees - our awards, certifications and training. As your partners in business, we think it's important for you to know something about the people and the company that answers your phones.

I urge you to reach out to us. If you have a question, surely others wonder about the same thing. Please send inquiries to our customer service e-mail address, or call us any time. Or, set up an appointment to visit our office and see what we do, up close, and personal. The better we understand each other, the better job we will do for you.

Sincerely,

Herb Chinowski



Complaints are Down!

Yes, complaints are down – pretty much in every sector of business. TARP (the Troubled Asset Relief Program, which was created to help stabilize the financial system during the financial crisis of 2008) has been tracking this downward turn for the past three years and the question seems to be – is this a good thing or a bad thing?

If fewer complaints indicate an improvement in the services we collectively provide, it is a good thing. If it means fewer people are complaining because they have given up – it is NOT a good thing. TARP reports indicate the latter is the issue. In general, customers' perceptions and experiences seem to indicate that complaining will do no good and businesses don't really care to strive for excellence anymore. Businesses seem to be getting by, but only just getting by, and are unable to meet more demanding goals. Could it be that the tight economy is a part of that attitude? Is it possible our customers think we just don't care.

It's often said that "perception is everything"; therefore, it's important to monitor service levels through in house testing, and randomly sampling customers' experiences, giving a picture of how we are doing and where we need to improve. No news is not necessarily good news! Be sure your customers are pleased with your services.

Life in 25 Words or Less

“The key is not to prioritize what's on your schedule, but to schedule your priorities.”

- Stephen Covey

Gotta' Giggle

“Don't accept your dog's admiration as conclusive evidence that you are wonderful.”

- Anne Landers