



*A newsletter for the customers of Rochester Telemessaging Center*

## Healthy...

**G**et in the Garden. Not only does it make your landscaping pretty, but gardening will also burn approximately 250 to 350 calories an hour. For optimal health benefits, garden three times a week for an hour at a time. Anything that makes you sweat—mowing the lawn, pulling weeds, hauling mulch—qualifies as exercise.



## Wealthy...

**T**rack Your Expenses: Knowing where your money is going is absolutely key in getting your finances sorted. If you can't tell what your money is up to right now, it's impossible to develop a plan and move in the direction you want to go. You must know where you're starting before you can reach the finish line -- and a big financial goal.

## ...and Wise

**P**ost a list of your top 3 to 5 goals in places you're sure to see: on your fridge, desk, or at work. This way, you'll stay motivated every time you see them. Or instead of a list, go a step further and track your progress of these goals in a visual way as you work to accomplish them.

## Phishing and Fraud on the Upswing Again

**O**ur clients are reporting an increase in the amount of e-mails that arrive with attachments and/or links stating they contain documents that you have requested, or demanding payment for the attached invoice before it is reported to the credit bureau. Never, never, never follow links, download files or enter passwords if you are not 100% certain that it is legitimate. Your bank and other financial institutions will not send-mails beginning "Dear Customer" – do not open these attachments.

If you don't recognize the sender, do not click on a link or open an attachment, no matter how tempting! We have heard of people opening videos of pets, people dancing and doing other silly things, and suddenly having their computer contents held for ransom, or their information fraudulently used. When you receive one of these bogus attempts to solicit information, please report it to your e-mail provider.

Most of us today have some sort of virus protection and backup systems that we put a lot of trust in – and rightly so. However, if YOU open something that has been sent to you, you have "invited" that sender into your system and your antivirus program may not protect you from the incident. Computers, software and the internet are fabulous tools, but they are not infallible. Always use caution, and if you are not 100% sure of something, don't open it.



## Details, Please!

**A**s the days get longer, we tend to pack more activities into them. With Memorial Day nearly upon us our customers are going to be scheduling picnics, long weekends and generally changing their schedules to accommodate events. Be sure your answering service isn't the last to know! It isn't enough to just let us know you are closing, and we will be answering your phones when you have something planned. We need DETAILS.

What time of day will we begin answering your phones?

What time will you be answering them yourself again?

Exactly what do you want us to tell your callers?

Who will be on-call for emergencies?

Do we have more than one person or phone number to call?

The way to ensure that your activity is a success is to take care of all the behind the scene details so your customers have seamless service. The more we know, the better we can represent you and take care of your clients and callers. When we have all the details, there is only one thing left for you to do - relax and enjoy your activity knowing we've got you covered.



### **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

### **Rochester Telemessaging Center**

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Rochester Hills, MI  
48306-4369

### **Phone Numbers**

248-651-9181      Local  
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**

248-651-9181      Office  
info@rtcenter.com      E-mail

### **Staff**

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Refer a new client and receive a Base Rate Credit



## The President's Letter

**D**ear Friends,

My favorite business magazine came in the mail today and I stole an hour to page through, read some short articles and earmark others for when I had more time. I always find something new to learn! Often an article will send me to the internet to learn more or to check facts. How does this apply to our business? Should I share the content with our customers? More than once an article in this newsletter was inspired by one currently on the newsstands.

This month Jason Fried, of Basecamp (and a regular Inc. Magazine contributor), wrote about Ditching the Elevator Pitch. We have been in the process of trying to explain our very broad, and often, misunderstood services in two minutes and it's just not enough time! We are a solution to many communications problems but we can't communicate them all in just two minutes; our service needs to be discussed with an understanding of the needs of a potential client. Jason agrees. I feel so much better now; the next time I get up at a Chamber meeting I'm going to give a two-minute example of what we've done for a single client and it might even be about YOU. Because when you tell a story, people engage and understand.

Sincerely,

*Herb Chinowski*



## New People - New Eyes and Ears

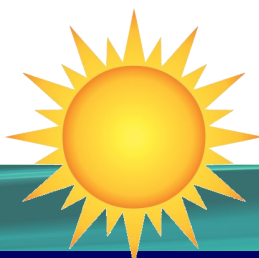
**W**henever someone new comes on board, whether an employee or a customer, a great policy is to wait a few weeks and then ask, "Is our service exceeding your expectations? Is there something you don't understand or that we could do differently that would make our service work better for you?" Such valid questions, and such varied answers, come from this kind of discussion. So often we do things because, "That's the way we've always done it." Times, and technology, things that made sense a year ago, might not make sense now, and people with no preconceived notions – or ingrained habits may be able to see things more clearly than we do.

Recently a new employee asked why we followed specific steps for a client. Instead of a quick answer, "Because that's the way the client has asked us to do it," we realized there was a better way! After a phone call and a short discussion, we have a happier client who is paying less for service that is now faster. We have a much happier staff, because we have automated a series of manual steps, which makes for less mistakes. All because someone new questioned something old! Perhaps it's time to review YOUR account to see if there is a better way. Give us a call; we're here for you.



## Life in 25 Words or Less

**S**ome days you just have to create your own sunshine.



## Gotta' Giggle

**G**ardening Rule:

When weeding, the best way to make sure you are removing a weed and not a valuable plant is to pull on it. If it comes out of the ground easily, it is a valuable plant.