



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

Looking for one of the most popular health websites? Here are a few to get you started. www.webmd.com - has over 2 ½ million visitors a day, www.mayoclinic.org - has over a million visitors a day and NIH.gov (National Institutes of Health) - has almost 2 million visitors a day.

Wealthy...

A lot of people will go to your website and immediately look for a search box. The ideal spot for a search bar is somewhere towards the top of the page on the right hand side as this is where users are used to it being displayed. If they can navigate your site easily and find what they are looking for, you will make more sales.



...and Wise

On your website be sure your contact or sign-up form isn't too long. Keep things simple. The chances that people will turn away when they're faced with a 20 part sign up form is far greater than if they were staring at three simple questions (name, email, comments).

People Hate Voice Mail!

We spend thousands of dollars and thousands of hours building our businesses every year. THINK of all the time you spend posting on social media. Think of the dollars that go into search engine optimization - to bring your company name to the top of the heap. Look back on the number of lunches, breakfasts and happy hour mixers you have attended to promote your company. With all that investment – why would anyone allow their phones to be answered by machines or voice mail? People HATE voice mail! Why? Why!! Why would a business owner subject a potential new client to an automated answer?! Research says 69% of first time callers to a business call another company if they reach voice mail. If you are reading this newsletter, YOU probably already use Rochester so your callers get a personal answer.

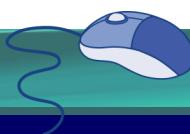
There is a misconception that an answering service costs a lot of money – not so – many small businesses spend less than \$100.00 per month. There is a misconception that answering services aren't professional – NOT TRUE! Many companies have their answering service handle every single call, day or night. If you haven't talked with us lately, you'll be amazed at what we can do for you, expertly, proficiently and reasonably! Please, tell a small business owner about Rochester today! We have a lovely referral fee for you if someone you recommend comes on board.



It's All About YOU

Each of our customers forwards their lines to a specific phone number here at your service. When your business phone is called, the number comes directly to your business line here. All your company information immediately pops to the computer screen of the person who will answer the call. Beginning with your company name, and all the questions you want answered on your message form, to the account profile that you have helped us design with your company information – everything our agent sees is all about YOU.

At any time, our clients can request the ability to listen to a call we have taken on your behalf. You have every right to hear how your company is being represented. Often our clients tell us that we do a better job of making their callers feel welcome than their own employees do. It's our JOB to represent you well, and we take pride in doing so. You can trust us!



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,

Summer is the time when our vendors meet with their User Groups to both show what is new and upcoming for our platforms, and to discuss what we, and our customers would like to be able to do in the future. Our vendor does an amazing job of watching current trends, and keeping up with research that will allow us to serve you better. In the past few years we have gained the capability for our clients to see their messages, and other account information through their mobile devices with no distortion, and to be able to change their on-call information themselves, while on the go, from anywhere. It will be exciting to see what will be coming down the pike this year. Occasionally our vendor knows what we will need before we know – and you, our customers reap the benefits. “How cool is THAT!” is often heard during the unveiling of the new software.



It takes money to constantly develop new features for you and for us, and therefore some of what is new will be something we will all have to pay for, either when we decide to use the feature, or when we have a general upgrade to our platform. Usually we find that it's worth every penny; and wonder how we managed to give good service without this new capability. Watch for news of what has been released this year as the summer progresses! And enjoy the longer days!

Sincerely,

Herb Chinowski

Marketing Insights – Your Website as a Marketing Tool

Buildings crumble without adequate foundations. So do marketing efforts.

For the inaugural edition of my marketing column, I wanted to lay a foundation for all the future articles. That foundation – both for this column and for all marketing initiatives – is your website. It's neither hyperbole nor overstatement to suggest that every aspect of your marketing is affected by your website; therefore, it warrants your greatest attention and the bulk of your marketing resources (including time, talent, and treasure).

That can seem daunting, especially if you've had bad website experiences, as have so many business owners. Inadequate websites stem from a multitude of causes. Entrepreneurs often 1) do not understand (or care) how websites work, 2) get bad advice by having IT people handle the website work rather than digital marketing experts, 3) mistakenly think that clients and prospects do not search the web for their type of services, 4) allow their neighbor's son's coworker who is “good with computers” to build their site for \$300 when they should actually spend four or five digits, and 5) focus on aesthetics and having a pretty site rather than focusing on usability and providing prospects with useful, actionable content that makes them want to buy their products or services.

But have no fear! We will fix all of those problems – and more - in this space. Watch for the next issue when we'll tackle the meteoric rise of mobile computing and why your website must be “responsive.”

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Life in 25 Words or Less

“Life begins at the end of your comfort zone.”

-Neale Donald Walsch

Gotta' Giggle

A customer was talking to a website designer. After hearing his website would cost \$25,000 to create he said “I thought you created websites for people on a budget.”

Web designer - “I didn't say a small budget.”