



*A newsletter for the customers of Rochester Telemessaging Center*

## Healthy...

**T**ake a Walk During Your Lunch Hour. Not only will it give you a chance to stop and smell the flowers, a walk will also get you away from your desk and provide that moderate exercise doctors keep recommending.

## Wealthy...

**S**tart a rainy-day fund. Your rainy-day fund is for unexpected expenses. It's not for personal wants or desires for which you didn't save, like a new car, wardrobe, vacations or dinners out.

It may pay for things like unplanned repairs, medical deductibles, or unexpected medical or dental bills. A rainy-day fund will typically be \$1,000 to \$5,000. Next month we will discuss an Emergency fund.

## ...and Wise

**C**onsider Becoming an Early Bird. Studies have shown that people who wake up earlier are healthier than those night owls who snooze the morning away. Taking advantage of the morning light will also give you a good dose of needed vitamin D and you'll get a leg up on symptoms of depression.



## Have a Person Answer Your Phone (Here's Why!)

**V**oicemail is in the past! Web and mobile-based communications are taking over as our primary means of contact. Statistics revealed by *Forbes* magazine indicate that 80 percent of callers who reach voice mail don't leave messages because they don't think they'll even be heard. Speech technology vendor *Nuance Communications* recently conducted a survey with *Research Now* and found that 95 percent of those polled say text messaging is more convenient than voicemail.

Adam Boalt, CEO of *LiveAnswer*, a provider of phone support services, puts the voicemail abandonment rate at between 50 percent and 75 percent. We want instant answers! If a vendor can't provide that, callers will look elsewhere. Companies are losing a lot of business opportunities because people are not leaving messages.

According to *Nuance's* research, most voicemail messages are not heard for at least eight hours. To get voicemail messages to their intended recipients faster, many speech-to-text providers now offer voicemail transcription services. *Nuance* is one such company, and Dan Faulkner, its senior vice president of mobile, says the service is widely popular. "When clients get voicemail-to-text service they don't bother listening to their voicemails anymore." However, according to Boalt, "voicemail transcription still requires customers to leave a message, and they're just not doing that!" **Boalt suggests having a person available to answer the phone. He said, "Less than 1 percent of people will hang up on a live person!"**

## Marketing Insights – Not Responsive? Not Impressive

**E**ver stumble upon an unresponsive website on your smartphone? Irritating, right? Trying to decipher the copy made you feel like you were taking a twisted eye exam and you spent more time than you're comfortable admitting pinching the screen, trying to zero in on the "Contact Us" button.

A website is considered "responsive" when its components – images, fonts, and functionality – respond and adapt to the actions of the visitor and the size of their screen. These days, responsiveness is all but synonymous with a user's experience, and those made to suffer through a shoddy presentation – from slow loading speeds to broken links – are far more likely to click elsewhere.

Additionally, mobile usage has long surpassed that of desktop and continues to grow at an exponential rate. Not only do responsive websites make a user's life and searches easier (which fosters brand loyalty), but they are smiled upon by the powers-that-be: namely Google. The company introduced an algorithm in 2015 that favors mobile-friendly sites, drastically affecting your likelihood of ranking on the search results pages.

Chances are your competition is equipped with a responsive website. Your services, products, customer service, and bedside manner may very well be lightyears ahead of "the other guy," but without a website that customers can easily navigate – you're stuck in the Stone Age. Luckily, making the transition does not have to be laborious or costly. Call your web developer (they should have called you first) and get this fixed ASAP.



### **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**

1130 Tienken Court, Suite 110  
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**

#### **Ryan Chinowski**

Director of Operations  
ryan@rtcenter.com

#### **Sandy Lumley**

Sales Manager  
sandy@rtcenter.com

#### **Nick Fortuna**

Office Manager  
nick@rtcenter.com

#### **Cyndi Williams**

Programming Manager  
cyndi@rtcenter.com



Refer a new client and receive a Base Rate Credit



## The President's Letter

Dear Friends,

This month I have received three pieces of mail with "prescreened credit offers"! Three offers to meet with a local Mortgage Specialist because I have been "credit-qualified" and I am eligible for either a shortened term or great savings on my overall finance charges!" It can be done with "only a modest change" to my monthly payment. If you read the fine print on these beautiful letters with pictures of children playing with toys in a beautiful home, you will discover that this offer is only inviting you to have your current status looked at; there is nothing actually "prescreened" or "prequalified" about the offer.



You don't have to have your mailbox junked up with credit offers. It is easy to "Opt Out" by calling toll-free 888-5optout or 888-567-8688. You can also write to each consumer reporting agency.

Equifax, Inc P.O. Box 740123 Atlanta, GA 30374-0123	Experian Opt Out P. O. Box 919 Allen, TX 75013	TransUnion Opt Out Request P.O. Box 505 Woodlyn, PA 19094-0505
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I just did it and I feel so much better! Enjoy your summer.

Sincerely,

*Herb Chinowski*

## Delegate! Time is Finite

We can and should delegate more, but three things stop us:

- We don't think anyone can do the task as well as we can.
- We don't think through what to delegate and how to do it.
- We don't think we have TIME to teach someone else.

We would be wrong on all three counts! Delegating does take some planning, but it's worth the effort it takes. Once you delegate a task, it frees you to do more important things. One business maven said, "The first thing I delegated was opening the mail and preparing the deposit. As much as I loved seeing those checks come in, I needed that time to work ON my business." Next, she delegated customer service. Most client calls come down to just a few issues; when a plan for handling each was determined, the calls were directed to an assistant; now only complicated customer service problems needed to be escalated.

Delegating to your answering service is almost exactly like delegating to an office assistant. When you plan how you want each task executed, the real work has been done. Set the parameters for the job and enjoy another block of time. We have clients who NEVER answer their own phone; it is all left up to us, and they are very pleased with their service. Ask us how to give YOU more Time!

## Life in 25 Words or Less

"Even though the future seems far away, it is actually beginning right now."

*Mattie Stepanek*

## Gotta' Giggle

Our toaster has two settings: too soon or too late.

