



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

More people get skin cancer because of tanning than develop lung cancer because of smoking. People who indoor tan before the age of 35 have a 75% greater chance of getting the most deadly form of skin cancer melanoma.

- Good Housekeeping June

Wealthy...

Last month we talked about a rainy-day fund for unexpected expenses. An emergency fund is what keeps you afloat for a few months if you lose your job or can't work. A rainy-day fund will typically be \$1,000 to \$5,000, while an emergency fund is more likely \$10,000 to \$15,000.

A rainy-day fund is your first goal and it will motivate you to go the next step and build an emergency fund.



...and Wise

Be careful with your personal information. You wouldn't write your social security number, credit card data or other sensitive information on a postcard, would you? So WHY would you sent it over the internet from a public place? Be sure to never send your personal information in an email that is not secure.

Top Honors go to Rochester Telemessaging

It's both an honor and a joy to be recognized by the Association of Telemessaging Services International as the lone company to have earned the Award of Excellence for 21 consecutive years! The answering services that stood with Rochester Telemessaging the very first year the program began in 1996 have all fallen by the wayside, leaving ONE Service standing alone in the spotlight!

"Herb and Jan Chinoski, founders & owners of Rochester Telemessaging Center [RTC] have been leaders of this industry since well before this award was conceived and no one deserves it more. Their generosity both in their community and their industry makes everyone they know happy that they continue to earn the Award of Excellence. This is a remarkable record", said Dan L'Heureux, Executive Director of the Startel National User Group, "and while I am personally aware of the time and effort put into the award by the Chinoski's and their staff, this award is also a reflection of their entire corporate culture, which is Excellence. RTC has long been a strong supporter of industry programs, including the ATSI Certification program and are currently the only Michigan answering service – Site Certified by ATSI, the Association of TeleServices International."

"Our dedication to our clients is the motivating factor behind our participation in this program." Stated RTC president, Herb Chinoski. "This is a public measure of the quality we provide those who trust their communications to us day in and day out! We are proud to be a partner with our clients."



We Want To Know More About Your Business!

Marketing is all about telling stories. It's a "new thing" that we have been doing since the beginning of advertising. We try to tell stories in our newsletters – because our services are not quite so obvious as others. It takes a story to help people understand that we can have TONS of information about your business or that we keep satisfied clients (and employees) a long time, and that's to your advantage.

The more of YOUR story you share with us, the better service our agents can provide to your callers, because when we "know" someone, we can speak confidently about them. We have had one customer for years yet we just discovered that they are a three-generation company. AND that they are one of the most recognized companies in their field, more importantly, they are very focused on giving fantastic customer service. When we know things like that, we're able to bring their company culture into our conversations with their callers because we know how they want things done.

If you are celebrating a milestone anniversary or have just earned accolades in your industry – let us know. The more knowledgeable we are, the better we can serve you and your callers. AND we can celebrate with you – we are a part of your company, too!



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,

Of course, everyone around our office is buzzing about our company earning the Award of Excellence again this year, and I'd like to share something I learned through this year's awards ceremony. **ONLY 3% OF THE THOUSANDS OF CALLS THAT ARE MEASURED RECEIVE A SCORE OF 100%!**

Wow, only 3% receive a perfect score! That gives you a very real picture of just how much our agents need to do right on every call they take. I am very proud that our agents almost always receive scores between 84% to 98% - and yes, occasionally we celebrate someone's 100% call! And it is all to your benefit!

We've come to EXPECT that we will earn this award every year due to the amount of effort we put into our training. We do call monitoring in-house just to be sure we are providing the quality that our customers deserve. We put more emphasis on the service we bring to you than we do on earning the award, but the award is certainly a public measure of our quality. THIS year, as the awards were given out, that one piece of information really hit home. Only 3% of calls receive a perfect score. I am so proud of the service quality we provide to you, our customers. And, although you should EXPECT this level of service, I hope it pleases you as much as it does me.

Sincerely,

Herb Chinowski

Five Tips for Disaster Preparedness

We don't always get sufficient warning of potentially disastrous weather or conditions so it pays to get in the habit of having some backup systems in place at all times – So you know things will be there when you need them.

- Ice is valuable when disaster strikes. Fill zipper plastic bags with water and freeze. Use them to keep your freezer relatively full and to conserve electric. Reach for them when you need a cold pack for an injury; transfer them to the refrigerator to keep foods cold longer in a power outage, and use them for drinking water when they defrost.
- Bring solar garden lights inside to give enough light to move around safely (put them back outside during the day to recharge).
- Keep a roll of duct tape in your bathroom cupboard. Seal off the tub drain tightly and fill with water (even a tightly fitting stopper will allow some leakage). Fill water bottles and buckets when a warning comes.
- Keep your grill tank filled and keep a spare. Cook the food that defrosts in your freezer and feed yourself and others.
- Fill up your gas tank. In a blackout, gas stations can't pump gas. Your car will charge batteries, cell phones provide radio contact and heat.

Protect your business as well, be sure to have a backup answering service to take your calls when you can't and always keep your account information up to date.

Life in 25 Words or Less

“Human beings are works in progress that mistakenly think they're finished.”

-Dan Gilbert

Gotta' Giggle

How many mystery writers does it take to screw in a light bulb? Two: one to screw it almost all the way in, and one to give it a surprising twist at the end.