



## Dear Friends

I'm DONE with surveys!

Every time you buy something, you don't even have it out of the package before a survey pops into your inbox. Most of the time, they're just fishing for high scores so they can brag about how many happy people use their product. I can't hit my delete key fast enough.

However, the vendor for our answering service platform recently asked for input that truly deserves



attention. They want to be sure they're building the tools we'll need going forward — and the future is arriving faster than ever. That's why we're reaching out and asking for your perspective. We want to be sure we're using the most advanced platform possible to serve your needs, and your feedback helps guide those decisions.

To do that well, we need a better understanding of how you use our services today. What's working well? Where could we improve your experience?

Does our web portal meet your needs? Would you like us to show you how to review reports? This tool can be incredibly valuable — but when you need it urgently, it's often too late to stop and learn how it works.

Did you know we can integrate with many different types of CRM (Customer Relationship Management) software? Let us know which one you use. Tell us what you wish we could do to save you time, save you money, and strengthen your relationships with your customers. Chances are, we can already help — and if we haven't done it yet, your feedback may help shape what comes next.

Want us to cut out the middleman and dispatch emergencies directly to your service contractors? Setting this up isn't as complicated as you might think. We follow your exact decision-making protocols and escalate calls precisely the way you want. Let us go from Point A (Answering Service) to Point C (Contractor) — saving time and money by eliminating Point B (Back-and-forth).

The next time you catch yourself letting out a big sigh at the office, or rubbing your temples to escape a headache, think about what's causing it. Is it a task we could be handling for you? Call us and ask. There may be things we can do that you don't know about — and things you need from us that we don't yet know about. Let's have that conversation and close those gaps.

With Appreciation,

*Herb Chinowski*



# Your Brand: Every Call, Every Time

Is your company supporting every aspect of your marketing message? If not – you are wasting precious dollars!

Years ago we gained a new client when a call to their customer service department revealed that the answering service had given me incorrect information. The business owner of the appliance repair service was truly apologetic and I invited him to try our service. He did, and we sat down together and he told me all about his service company. We learned about his business, and we taught every agent what was important, and how to handle his calls. He wanted every caller to be treated

with a warm welcome and a sincere effort to help – and that is OUR protocol. With his coaching we were able to continue his marketing message, too.

Are we portraying YOUR message? Are your customers, current and potential, experiencing your business philosophy from the beginning to the end of every encounter? Have you made changes that you haven't shared with us? Remember we often interact with your callers, and they sometimes think they have reached your in-house staff. Be sure we are as well educated, and involved as they are. Take time TODAY to review the protocols for your service.



Life in 25 Words or Less: "The real voyage of discovery consists not in seeking new landscapes, but in having new eyes."  
—Marcel Proust

## You Paid for the Ring — Don't Miss the Call

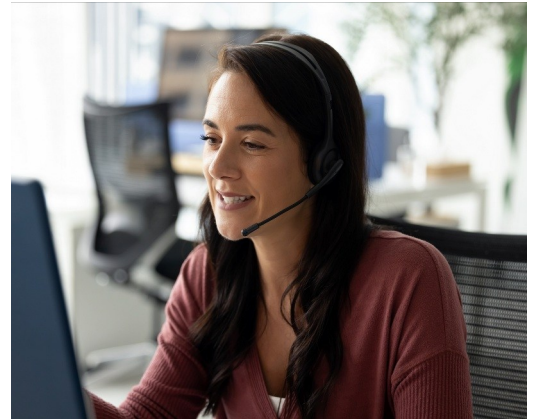
It was a chance meeting at a nearby deli, Jack owns a glass company and we've been answering his phones at night for years. "How did you make out in those winds last night?" I asked. "BUSY!" He Replied. "I got three board-up calls from you folks during the wee hours. Then, I got into the office and found out I missed two more!" he frowned. "NOT RTC" He added quickly, "My own people dropped the ball after they transferred the phones back to the office." He continued, "One gal was late and the other was trying to juggle calls." He shrugged, "People just didn't want to wait on hold."

"Jack," I said, "Let me help you set you up roll-over service. Your staff can answer most of the calls, but if they miss one, we can pick it up!" "Yeah," he agreed, "I gotta make time to do that! I'll be in touch", he said, as he grabbed his sandwich and ran out the door. THIS time I am going to call him.

We work SO hard to make our phones ring, it's a shame not to capture every call. Too often we are so busy doing business that we fail to take the time to review what would make our business more successful!

What are your calls worth? Our clients tell us their calls are worth tens, to hundreds, to thousands of dollars. Many are priceless. Let RTC help you capture every one!

Between advertising, social media, and community endeavors, we small business people spend a lot of time and money on growth. That's why every call and every contact should be answered with speed, warmth and knowledge; if they aren't we are wasting our efforts. Our business is to help YOUR business grow.



### Rochester Telemessaging Center

1130 Tienken Court – Suite 110  
Rochester Hills, Michigan 48306

### Customer Service

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

<https://rtcenter.com/>

### Company e-mail Address

info@rtcenter.com

### On-Call info can be sent to

Office: 248-651-9181  
Fax: 248-651-2129  
Email: info@rtcenter.com

### Telephone numbers

Toll Free: 800-462-3550  
Local: 248-651-9181  
Fax: 248-651-2129

