



D ear Friends

The headlines are screaming that this is the year AI is going to significantly change your business. Your email is full of offers for AI programs that promise to solve all your problems – but, will they really? The ads that you are receiving are no doubt written by Compass or Chat GPT – and be honest...aren't they all beginning to sound alike? There is just something about those “know it all” sounding messages that fail to make me “feel the love” – or even like them. They feel fake and you know they are going out to hundreds, if not thousands, of people while saying how much the sender admires you.

There is something about AI outreach that can feel artificial. And when it comes to allowing a business call to be answered entirely by an AI voice assistant, we believe that deserves careful consideration. There is absolutely a place for AI at RTC. We embrace TOOLS that help our team work better. But we do not rely on AI to replace the very thing that makes us different: human connection.

We love using AI behind the scenes. It accelerates routine tasks and provides helpful information to our agents. It can even analyze tone and flag urgency. But recognizing stress in a voice and responding with genuine empathy are not always the same thing. Real conversations require judgment, flexibility, and the ability to read between the lines. Your clients want to be listened to — not just responded to. They want thoughtful interaction, not a scripted exchange. We are proud to give your callers a personal experience that reflects your company, your values and your professional image.

We want to “hedge our bets” by saying that no doubt the day will come when we feel the ability to use AI directly with our industry customers will have advanced enough to serve your callers. We know it's coming, our vendors are working on it, we just don't think any answering service has that working to its full potential yet. As soon as we think it is, we'll be bringing it to you.

Until then, we'll continue using AI where it strengthens our team and rely on real people where it matters most. Because when your callers or potential customers call and hear a warm, professional voice, they know you care about them. And at RTC, we care about you.



With Appreciation,

Herb Chinowski



The Tool You May Not Be Using (But Should Be)

When we first opened our RTC Portal, customers were cautious about using it. That wasn't surprising — any new technology takes time. But we also recognized that many people today prefer the option to tap a few keys and find what they need on their own, without having to call or wait for assistance.

And they did.

Portal usage steadily increased as clients realized they could:

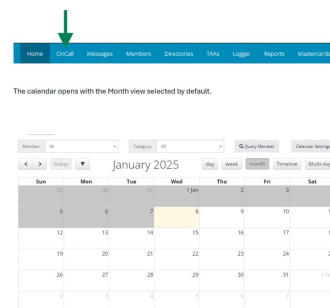
- Pay their bill
- View reports
- Update on-call assignments on the fly
- Confirm who was on duty at a critical time (like the middle of the night)
- Review messages and locate phone numbers

All available anytime — without waiting for a supervisor.

"I can't believe we didn't know about this!" one long-time client enthused. She admitted she wasn't quite ready when it first launched — but now, from your doctor to your bank to your utility company, portals have become a normal and convenient part of doing business.

It's like having a live window into your account, always open when you need it.

If you haven't activated your portal access yet, call our Customer Care Team today and we'll get you set up.



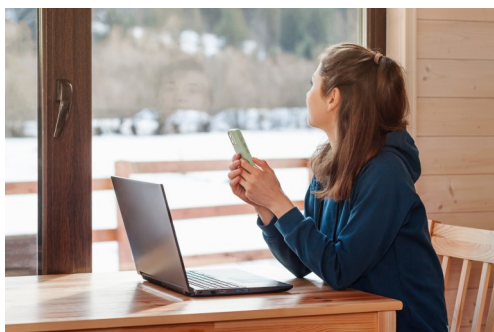
Life in 25 Words or Less: "It's always too early to quit."
—Norman Vincent Peale

Sticking Snow – Sticker Shock

There is almost no corner of the U.S. that has not suffered a brutal winter this year. Cold and snow, ice and sleet, days of being shut in, schools closed, garbage piling up because trash trucks can't get through... this is one winter we will be very happy to see the end of — although it seems to be lingering on.

Our call volume has nearly doubled. That's not uncommon for a day here and there during the first quarter of the year — but this year we are breaking records day-after-day, week-after-week. Of course, we are thrilled to know we are helping you keep your business open, and we truly appreciate the many accolades you have sent our way. Every business likes the sound of "ca-ching" — it's how we pay our people.

That said, we also know this winter has been hard on many of our customers. If you are experiencing a challenge, please come to us so we can work out a solution together. Whether that means adjusting timing, spreading things out, or simply having a conversation about what makes sense right now, we are here. We value our relationships, and we would much rather talk early than have you feel stressed about it



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