



RTC Earns the ATSI Award of Excellence for the 30th Consecutive Year



Rochester Telemessaging Center has earned the Association of TeleServices International Award of Excellence for an extraordinary 30th year—and was once again recognized for Top Ten service quality.

The honor was presented during ATSI's 2026 Annual Conference in Tampa, Florida. The Award of Excellence recognizes answering services and call centers that demonstrate consistently outstanding service during independently evaluated calls. RTC has earned the award every year since the program began, making it the only company to maintain that unbroken record. This year, RTC also received the prestigious Palladium Award in recognition of its 30-time achievement.

"This prestigious award is a reflection of our team's hard work and commitment to delivering excellence every day," said RTC President Ryan Chinoski.

To determine the recipients, ATSI contracts independent judges to evaluate calls over a six-month period. Calls are reviewed for response time, the courtesy of the representative, accuracy, knowledge of the client's account, and the overall impression made during the conversation. Earning the award requires more than one exceptional call. It takes consistent performance, careful attention to detail, and a genuine commitment to the people on the other end of the telephone.

ATSI President Ryan Ambs described the program as an important benchmark for customer-service success. Because calls are evaluated by an unbiased third party, the program gives participating companies an opportunity to celebrate what they do well, identify areas for improvement, and continue strengthening the quality of service they provide.

For RTC, this recognition belongs to the entire team. Every call requires an agent to listen carefully, understand the client's instructions, communicate clearly, and represent that client with care. Receiving the award for three decades demonstrates that excellent service is not a temporary achievement at RTC—it is part of the company's culture.

We are proud of every team member whose work contributed to this 30-year achievement. Most of all, we are grateful to our clients for trusting RTC to care for their callers and represent their businesses every day.

As RTC looks ahead, this milestone is both a celebration and a reminder of the standard we intend to uphold in every call still to come.

VISIT OUR WEBSITE: <https://rtcenter.com/>

ATSI Award of Excellence – 30 Consecutive Years ATSI 24/7 Gold Site Certified

No Reviews – No Growth

RTC is trusted by clients who have formed true business partnerships with us. Today, the rules for marketing and bringing on new customers have changed dramatically. Now, potential customers judge us by the quantity and quality of our reviews. As AI takes on the heavy lifting of the search, it is factoring in Google Reviews and similar platforms when determining whether to recommend a business. AI doesn't THINK about reviews the way people do. It looks at factors such as the words used, the number of reviews, and the overall ratings. You may have an excellent company, but without strong reviews, you may be less likely to receive recommendations. Potential customers are trying to determine which business to trust with their company's reputation. With little else to go by, the one with the best and most reviews wins.

We want to remain a personal service, yet we also need to grow. If you know someone who is looking for a compassionate business partner (or someone who needs one and doesn't know it), please recommend RTC. Most of our clients have been with us for well over 10 years, and some have been with us since our first years in business. You are probably one of them.

A quick review would be so meaningful to us. Please [Click Here](#) to share your experience with RTC. And because good business partnerships work both ways, we would be happy to share an honest review of our excellent experience working with you.

You can be proud to pass on our name because you trust RTC with your name. And we believe trust is the ultimate currency.



Life in 25 Words or Less: "Alone we can do so little; together we can do so much."
—Helen Keller

When Temperatures Rise, Patience Can Fall

Forecasters are calling for a warmer-than-normal late summer, with the possibility that the heat could continue into early fall. For businesses handling emergency calls, service delays, and after-hours problems, that can also mean more frustrated callers.

No one is happy when their air conditioning stops working on a 90-degree day. They are uncomfortable, frustrated, and worried about how long it will take to get help. By the time they call your office, their patience may already be running thin.

Our agents understand that frustration. They listen carefully, show empathy, gather the necessary information, and help callers feel heard. A calm, caring response can often ease a difficult conversation and reassure the caller that their concern is being handled.

However, frustration does not excuse abusive behavior. Our agents should not be expected to accept threats, personal attacks, or persistently inappropriate language. If a caller becomes abusive, the agent may calmly warn them that the conversation cannot continue unless the language changes. If it continues, the agent may end the call.

When that happens, the details are documented so you know what occurred. This allows you to follow up appropriately while also protecting the people answering your calls.

We are proud of the patience and professionalism our agents demonstrate during stressful times. They will always make every reasonable effort to calm an upset caller and provide compassionate service. At the same time, setting reasonable limits helps us protect our team and continue providing the dependable service your callers deserve.

Rochester Telemessaging Center

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