

August 25, 2020



Your Company Newsletter

Select your
own title

A newsletter for the customers of 'Your company name'

Dear Friends,

We have a new way to keep in touch! We are delighted to be sending you our first issue of *YOUR NEWSLETTER TITLE!*

We realized that we needed a way to reach out to our customers – to let you know what is happening at your answering service and how we can make your service better. We will be sharing words of wisdom, business tips, new service offerings, anecdotes about calls we've taken (without compromising privacy of course), and ways we can assist you in giving your clients the most personalized service possible.

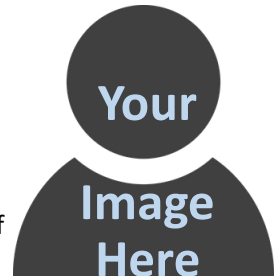
We hope this newsletter (or Blog) will inspire you with ideas about how to give your callers a great experience when they call your company. We'll help you improve your customer service, increase your bottom line, and improve your finances. And of course, we hope our newsletter will bring an "ah ha moment," or a smile to your face.

We strive to make *YOUR NEWSLETTER TITLE* something you look forward to reading because we enjoy keeping you up to date on what is happening in the company that works for you.

If you have questions or thoughts about our service, reach out to us (see our contacts below), we have the answers!

Sincerely,

Your Signature



Life in 25 Words or Less:

"All progress takes place outside the comfort zone." — Michael John Bobak

Pennies or Millions?

What are Your messages worth? That's an interesting question, with a great many answers.

Let's look at the kind of messages we take for our clients.



- ◆ A message for a towing company could be a \$350.00 tow, or a city contract worth over a million dollars a year. A computer service company may charge \$250.00 for a repair, but if their customer has lost payroll data, it could affect the lives of all their employees.
- ◆ An apartment ceiling that caves in due to a water leak on the floor above can cost many hundreds of dollars to repair. Proper handling of a "smell of gas" call could save millions of dollars and hundreds of lives. Even a call regarding a light out in a hallway could save a person from falling and being severely hurt, and the property from a lawsuit.
- ◆ A message for a physician could mean a \$65.00 office visit, a \$3,000.00 in office procedure, a \$30,000.00 surgery, or... a life.

The message from a child who wants to say goodnight to Daddy, or from a young wife who has just gone into labor... can you put a value on those messages?

Whether a message is worth pennies or millions doesn't matter. Each week we answer many thousands of calls on behalf of our customers. Each one is important and each one is given the care and attention it deserves.

What Changes Have YOU Made Lately?

Did you tell your answering service about it?

It isn't unusual for us to be the last to know what is happening. When we are doing our job correctly we function in the background, keeping you in touch with your clients and callers with as little fuss and attention as possible.

Occasionally we discover that the main address we have for one of our clients is no longer correct. When your invoices are e-mailed, or sent to a separate address it is easy to forget to tell us you moved to a different suite, a different street or in one case a different STATE!



It's not JUST addresses that change; we have sometimes been in the dark about major personnel changes, too. Occasionally, we find we have someone listed in an account profile that has not worked with that company for a year or even two. It happens when that person is only a backup and is rarely ever called. When they leave a company, no one thinks to let their answering service know. Give it some thought, if you have made some changes in the last year or two, call our customer care team and ask to review your account profile. Bringing things up to date is important to the quality of your service.

VISIT OUR WEBSITE:
www.yourwebsite.com

HIPAA Compliance Counts!

"It's nice to know your company is HIPAA Compliant, but how does that apply to me? I paint houses for a living." Asked a potential new client.

We had to concede, it does not apply to his profession, directly. BUT he will certainly benefit as a client because we ARE HIPAA compliant. Every single customer we have enjoys more secure service because we follow HIPAA -HITECH dictates.

HIPAA, which stands for the Health Insurance Portability and Accountability Act, came into being in 1996. HITECH, (the Health Information Technology for Economic and Clinical Health Act) became law in 2009.

The HIPAA Privacy Rule requires covered entities to implement appropriate administrative, technical, and physical safeguards to protect the privacy of protected health information (PHI). However, HITECH created much tougher data security standards for all health care organizations, as well as their business associates, including answering services and call centers. Our equipment vendors were required to expand the security of their platforms, now encrypted messages are the standard and available to all.

Privacy has always been of huge importance in this industry; and for decades our employees have signed Confidentiality Agreements upon being hired. However, since these Acts came into being, the Association of TeleServices International (ATSI) provides additional specialized training to help avoid any breach of security. Your business may not handle private medical information – but ALL businesses benefit by having the same protection.

Confidential



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800-555-5576 Fax
customercare@yourcompany.com

On-Call info can be sent to:
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City, State 55555

