

# the Focal Point!



A newsletter for the customers of Focus Telecommunications, Inc.

## Healthy...

No matter your age, protein is essential to health. According to the AARP Bulletin, a protein-rich diet and strength training can deter age-related loss of muscle. They recommend that women get 46 grams of protein, and men get 56 grams of protein a day. Here is a list of some protein-packed options:

One cup of chicken	43 grams
1 cup cottage cheese	25 grams
1 cup of lentils	18 grams
1 cup of milk	8 grams
1 oz of cheddar cheese	7 grams
1 oz of nuts	7 grams
1 large egg	6 grams
1 Tbsp. peanut butter	4 grams

So go ahead, make a chicken salad with celery and pecans, and really enjoy those 50 grams of protein!

## Wealthy...

Save money by weatherizing your home, which can include a new furnace, air conditioning, and even window shades! Although eligibility is determined on the local level, the federal government has set standards for weatherization programs.

To find your weatherization-assistance program contact, visit <http://www1.eere.energy.gov/wip/wap.html>. To learn other ways you can cut energy costs – and help others to do the same – go to <http://www.energysavers.gov/>.

## ...and Wise

To look younger longer, stop smoking! There was recently a study done at the University of California at San Francisco to determine the effects of smoking on the skin. Out of nearly 100 people between the ages of 40 and 70 who took part in the study, 227 had never smoked, 456 were former smokers, and 228 were current smokers. Female smokers were three times more likely to have moderate to severe wrinkling than female nonsmokers. Male smokers had double the wrinkles of non smokers.

Smoking interferes with the skin's ability to protect itself from free radicals, reduces blood circulation, reduces the body's ability to produce collagen, causes elastin in skin to thicken and break apart, and erodes estrogen levels in woman. However the visual effects of smoking don't end there – it doubles the chance of losing teeth and having gum disease.

Nothing about smoking looks good – perhaps lighting a long cigarette can be made to look glamorous – but NOTHING about smoking a half finished cigarette is pretty, and neither is what it does to your skin.



## First Call Resolution

There was an old camp song that said, “Make new friends, but keep the old, for one is silver and the other's gold.” In this economy most of us are still struggling to bring on new customers and keep the old ones. The longer we have a customer the more golden they are!

That is why, when our customers want information or have a problem, we want to make sure that we respond to them as quickly as we possibly can. There is a lot of talk these days about “first call resolution”. How often are we able to meet a caller's needs the very first time they call us?

We are working hard to reduce the wait that you, our clients, have before your needs are met here at Focus. Your on call information is almost always taken and entered immediately when you call. When you e-mail account changes, our goal is to make sure they are completed that same business day. There is always a supervisor available for you to speak with regarding your service.

How quickly can you respond to your clients? Even when your lines are being answered by Focus agents your callers can be given the answers they need. What are some questions your customers most frequently ask when they call you? Give us the answers and they will think YOUR service just got better!

It's amazing how helpful we can be. Let Focus...

- ⇒ Schedule appointments for your callers – you don't need to do that.
- ⇒ Take orders – right on your website
- ⇒ Give directions (or record directions and have that be an option for voice mail prior to the call going to an agent).
- ⇒ Give rates, service fees, vacancies, availability.
- ⇒ If your clients frequently ask for the same information, allow Focus to give it.

The more things we can do when your clients call, the better for you and for them. You will have happier customers who stay longer. They are gold!

## LIFE

(in 25 words or less)

“If you're the smartest person in your group – find a new group!”

—Unknown

## Gotta' Giggle

Funny Answering Machine Message:

"Hi, we aren't in at the moment, if you are trying to sell us something please start speaking now and hang up at the beep; everyone else start speaking at the beep and hang up when you've finished."

### Our Services Include

Answering Service  
Appointment Making  
Customer Service  
Data Entry  
Dealer Locate  
Direct Mail  
Fulfillment Literature  
Help Desk  
Hotlines  
Pre-Announcements  
Relief Receptionist  
Reservations  
R.S.V.P.  
Surveys  
Voice Mail

### Focus Comm Centers

1912 Liberty Rd. Suite F  
Eldersburg, MD 21784

2930 Carol Rd.  
York, PA 17402

### Remittance address:

PO Box 822640  
Philadelphia, PA 19182-2640

### Phone Numbers:

301-421-1111 MD/DC  
410-880-8600 Baltimore  
301-236-5500 VA  
1-800-886-6696 Toll Free

E-mail: [ask@focustele.com](mailto:ask@focustele.com)  
website: [www.focustele.com](http://www.focustele.com)

### On-Call info can be sent to:

301-421-0347 Fax  
301-421-5261 Phone  
[on-call@focustele.com](mailto:on-call@focustele.com)

### Customer Care Contact

301-421-5894 Office  
301-421-0347 Fax  
[customer-care@focustele.com](mailto:customer-care@focustele.com)

Join us on



Search people for  
"Lannette Gerbrick", our  
Director of Business  
Development

Become our fan on



Search for "Focus  
Telecommunications, Inc."

Refer a new client and you  
could receive **\$100!**

Call us NOW for more info at  
301-421-1111

## The President's Letter

Dear Friends,

Don't you just LOVE Spring (except for the allergies, of course)? My living room is in the back of my house and the large windows look out onto flowering trees. This year, the apple tree, several cherry trees, the dogwoods, and the redbud tree in the garden right off the deck are all in full bloom at the same time. They are breathtaking with a background of the hazy green buds of all the poplars and maples out in the woods. I look at it as often as I can, trying to "store" the beauty in my mind.

Some trees and plants blossom because the temperatures are right, others by the length of the sunlight. Each has its own inner mechanism that tells it when the time is right. Perhaps it is the lengthening days and the sunlight, perhaps it is just time, but I think I am seeing the economy waking up from its long winter nap. The time is right.

Our clients are sounding happier when they forward their phones in the evening. Many are asking about new services. Inquiries are picking up. Call traffic is increasing (well, not from those over-the-top winter storms, but in general). Bills are being paid on time. Those are all signs of a slightly better economy.

It's fitting that the economy should begin blooming in the spring. Like those tightly furled buds that are beginning to open, we are beginning to see money move once again. It will be a long time before we see the prosperity of the past, but it may be enough just to know that things are getting better. Growth, begets growth.

I wish each of you business growth in this coming year.

Hugs,



## Contest Winner

Congratulations to **Donna Mocny** of **Ciena**, who was our Facebook contest winner. She wins a Focus mug and a \$50 Visa Gift Card. Thanks for being a Focus Fan, Donna! We appreciate your support and your business.

## Wanna' Win Too?

Become a fan of Focus on Facebook by May 13, and you'll be entered into a drawing for a \$50 Visa gift card and Focus mug\*.



Become A Fan

To become a fan, search for "Focus Telecommunications" on Facebook. While you're there, feel free to check out our photos, posts, or join our discussion. We'd love to "see" you there!

We'll announce the winner in the May 18 issue of The Focal Point

*\*Previous winners not eligible*

## Top Op Results

A word of thanks to our most recent Top Op contest winners:

**95%+**

**Bobby Lane  
Delma Rodriguez  
Dawn Tyson-Peart**

**96.25%+**

**Emily Jay  
Darlene Mueseler**

**97.50%+**

**Martha Mina  
Abhishek Mahendru**

We appreciate their continued efforts to provide our customers with outstanding service!