

the Focal Point!



A newsletter for the customers of Focus Telecommunications, Inc.

Healthy...

Are you

looking for a way to get more of those all important vegetables into your daily diet? Don't overlook breakfast! Omelets and wraps can easily add a serving of veggies to begin the day. Green peppers, onions, tomatoes, mushrooms, and spinach are all wonderful ingredients to add to those eggs for something different that is both quick, easy (chop them the night before) and tasty!



Twenty Years!

We are bursting with pride when we tell you that we celebrated TWO very special Anniversaries at Focus during July!

Lannette Gerbrick, our Vice President of Business Development came to Focus in July of 1990 with the goal of becoming the head of our sales department. Focus was only three years old and had just reached the point where we needed someone to oversee the growth we were experiencing. Lannette had a good job, but she really wanted a job, as she said, "where I could set my own goals for income, and that meant sales." We decided to take a chance on one another; now, 20 years later, we are still together and still "growing" strong.



Wealthy...

Pay attention to your Automated Payments. When the government instituted compulsory changes in our credit card statements, they overlooked some of the things that were on our bills in the past. It is not a requirement in the new rules to indicate *Automatic Payments* and the date that they will be withdrawn from your account. Therefore, for several months this information has not been present on many credit card statements. Of course, without that reminder lots of people forgot that they had automatic payments set up and made payments to the bank. This resulted in TWO payments being made for the month. When the consumer realizes that they have double paid the bill (unintentionally) they are often not able to have one of the payments reversed.



Martha Mina is our current (and repeated) Top Op of the Year, and was chosen to be the very first ATSI Certified Agent of the Year. When she came to Focus in July of 1990, she was nervous that she would not be able to "get the hang of this computer business".

She was a manager, customer service agent, and teacher before she decided her heart was working directly with our clients. She still brings us some of the best suggestions for improving our service.

Focus would not be where we are today without the help of these two wonderful ladies. We congratulate them on their Twenty Year Anniversary and we thank them for their loyal service to our customers.

...and Wise

2-4-6-8, who do you appreciate? This old high school cheer is a lesson in life. Actions that are rewarded are repeated, and when you tell someone that you appreciate their actions it is often reward enough to have them repeated. Everyone feels good when they receive compliments. If someone you know is not living up to what you want them to be (in your family or your company) find things you value about them and let them know. Appreciation is something we all need, and get too little of in our lives!

Life in 25 Words or Less

"Whether you think you can or you think you can't, either way you're right."

—Henry Ford

Gotta' Giggle

A farmer was hauling a load of manure when his truck broke down right in front of a mental institution. One of the patients called over the fence, "What are you going to do with all that manure?" The farmer replied, "I'm going to put it on my strawberries." The patient laughed, "We might be crazy, but we put whipped cream on ours!"



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

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Eldersburg, MD 21784

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York, PA 17402

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Philadelphia, PA 19182-2640

Phone Numbers:

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301-236-5500 VA
1-800-886-6696 Toll Free

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Customer Care Contact

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Join us on



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

Connect with us 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,

Although we still have more summer to go, the unrelenting, oppressive heat has broken. This July surpassed any that we have known since we began Focus over 23 years ago! I'm incredibly proud of our employees, who have worked extra hours, overtime, and weekends to be sure that our calls were answered in a timely fashion. I've been listening to some of the calls and hearing their patient, pleasant voices at the END of their workdays shows just how dedicated these people are. I do believe that we have the very best crew that we have ever had here at Focus right now. There is not a bad apple among them!

People often have huge, unable to be opened windows in their living rooms that let in light – and heat. Imagine how they feel coming home in the evening after a 101 degree day and finding out that their AC is broken. That living room could easily be 115 degrees!

Imagine living in an apartment with windows on one side only so you have no cross breeze. Imagine having your electric out for days in a row, imagine trying to find ice to keep the food in your refrigerator cold. Imagine having no fans and no idea of when the problem will be fixed.

Imagine having storms bringing down huge branches on your home or your car. Imagine having streets blocked and electric and telephone lines down. Many of our customers didn't have to imagine these trials; they lived through them and our staff worked hard to put them in touch with the people they needed, although sometimes all they could do was allow them to vent their frustrations.

Twenty-ten has been quite a year—huge winter storms, baking summer heat. My hope is for a quiet spell of weather to let us all catch our breath and enjoy being outdoors. I wish you a peaceful August.

Hugs,



Save Money During Storms!

Many of our customers get "hammered" with messages in the aftermath of large storms, summer or winter. **You can lower the impact of these calls on your bills!** Let us prerecord a message (or several messages) for your company that speak directly to conditions in your office during crisis situations.

"Thank you for calling ABC Communities. Our electricity will be out until Tuesday between 1:00 and 4:00 PM due to a transformer problem. If you are calling for another reason please stay on the line and a receptionist will assist you."

Or – Thank you for calling XYZ Company. Due to the storm our office will be closed until Tuesday. If this is an emergency please dial zero to speak to our answering service.

Or – "Thank you for calling GHI Seminars. Due to the high heat and lack of air conditioning, all seminars scheduled for Monday and Tuesday (dates) will be rescheduled for September (dates). (Focus can make those rescheduling calls for you, too!)"

A recorded message specifically about urgent situations will help your callers, who only want to know what is happening, you, since there is a far lower cost to this option than having agents make explanations, and Focus because we don't have to pay overtime to agents who repeat this information over and over.

Whenever you have the same information that needs to go to many callers, adding a pre-recorded message your callers hear prior to reaching an agent at Focus will have a positive effect on your bills. **Ask us about this option by calling 301-421-1111 (or your call forwarding number) and asking for Anna in Customer Service.**

