

# the Focal Point!



A newsletter for the customers of Focus Telecommunications, Inc.

## Healthy...

“I only had the salad bar for lunch.” But loaded down with bacon bits, dried cranberries, pecans, chunks of cheddar and gouda, avocado, croutons, and lots of blue cheese dressing, that salad could have had more calories than a burger on a bun. Calories equal weight, more calories equal more weight. Having at least a working knowledge of a food’s caloric content will help you eat in a healthy manner.



## Making YOUR Bottom Line Our Top Priority!

When a client comes on board at Focus we try to listen carefully and create exactly the service you want. As time passes, your needs change and so do our capabilities. The account setup that was ideal when we began this partnership may not be the best now.

This is the year of commitment at Focus, and this summer we are beginning a review of every single customer’s account, to see if we are meeting your needs in the most efficient way possible, and at the lowest cost. We will be reaching out to you to schedule time when we can go over your account profile together. Please give some thought as to how the service is working for you. Are you getting everything you need in your messages? Are you getting too much? Could you streamline? For instance, if we currently get the full address on every call, could that be eliminated in order to save agent time and lower your bill?

Are we doing something time consuming that is pushing your labor costs up? Taking advantage of newer software improvements can save valuable time – for instance, allowing us to automate your dispatch procedures will save money on nearly every call, a small change that could result in a huge savings.

In a perfect world are there things we could be doing that we aren’t doing now? Outsourcing something you are paying to have done in house can actually save hundreds of dollars. We discovered we could completely eliminate a company’s dispatcher when we imported specific information into a special website for our use.

We will be contacting our customers in order of size. **If YOU want to schedule your review as soon as possible, please contact us at [Ask@Focustele.com](mailto:Ask@Focustele.com), or call Anna at 301-421-5894.**

## WHY Are We Trying to Save You Money?

Yes, if we lower your costs we will lower our income, BUT we don’t want you to seek a lower plan elsewhere!

Not all services are created equal. Focus is the ONLY answering service in Maryland that is ATSI site certified. We recently went through the rigorous process of recertifying earlier this year. Industry officials came into our office and tested our equipment and back-up plans. They made sure all our processes, from our insurance to our equipment to our employment practices, were reviewed and were in accordance with best business practices. They made sure we had generator power available in case of power outages, and now we also have a second telephone provider. Should one fail, we can fail safe to another provider.

Our employees are tested regularly through both the ATSI and CAM-X Award of Excellence and Award of Distinction Programs. That is in addition to our even more strict in-house testing that is done monthly. Our agents must score 87.5% or higher to be allowed to be employed in our company.

We don’t want to be the cheapest guy in town, but we do want to be the most fairly priced consistent with our quality.

## Wealthy...

With Savings Account Interest rates hovering around 1.15% and Credit Card interest rates at 14% if you are very, very good, and 29.9% if you have been late with a payment THIS is the time to work hard at paying off credit cards. Some pay their highest interest rate card off first, some pay their lowest balance off first – either way, do whatever you can to pay them off and put that interest cash in your pockets!

## ...and Wise

We have always been told that in the event of an earthquake, hurricane, tornado or even a heavy windstorm we should get under a large, heavy object like a table. NOT SO – as rescue workers have found in the wake of the tragedies of the past few years, people fare best when they take shelter BETWEEN heavy, large objects. When ceilings fall the large objects form the “sides of a box”, leaving a protected space in between.

### 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

2901 Eastern Blvd.  
 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

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,

June is such a busy time. My grandson, Cameron, just graduated (they are growing up too fast), we have a family wedding, and of course Father's day celebrations. The ATSI (Association of Teleservices International) annual convention will be held from the 14<sup>th</sup> to the 18<sup>th</sup> in San Antonio, Texas, and I will be traveling pretty much the whole week.

This is my fourth and final year on the ATSI Board of Directors, so it's time to hand over my projects to a new board member. In my four years I have chaired the Education Committee, co-authored the ATSI, HIPAA-HITECH (Health Insurance Portability and Accountability Act - Health Information Technology for Economic and Clinical Health Act) Training to teach our agents vital information about our medical privacy responsibilities, and organized many webinars and book forums. I launched a quarterly e-zine for the members of ATSI, called *Answer OnLine*, that that is between 40 and 60 pages.

I also acted as the President of the Education Foundation, a 501-(C)(3) organization that allows ATSI to raise funds with tax deductible donations for educational projects. The Foundation had been ignored the past few years and we reenergized it. We were able to raise about \$12,000.00 and funded the learning platform for the HIPAA-HITECH training.

I have learned a lot and enjoyed my labors on the Board very much, but I am looking forward to more free time to enjoy my own company, and my grandchildren.

Hugs,

*Donna West*

## Hot Hot Hot!!!

Summer arrived with a vengeance this year, and it came earlier than usual. As our area has been breaking heat records that have been standing for many decades we have been busier than usual at Focus. We not only have hotter days, but we have had lots of them! Our call volume is up—way up—and that will mean that many of you will be seeing higher charges this billing period.



One thing our supervisors have been commenting on is that we are having difficulty delivering some of the messages we are taking. It seems that the hotter it is, the more the on-call people are not available at their home numbers and are slow to respond to pages. There may be very good reasons for the delays, but it adds to your costs of doing business.

If your invoice is higher than you think it should be, even allowing for increased traffic due to the heat, give Anna a call in Customer Care and ask her to see if our dispatchers are having trouble reaching your employees. Please allow a day or two for her to get back to you; it may take her a while to run the reports. If you ever need information about your calls, please let us know, we are always happy to help.

## Gotta' Giggle

If at first you don't succeed, then skydiving definitely is not for you.



## Life in 25 Words or Less

“Asking for help is strength not a weakness...”

—Unknown