

When Life On "The Jetsons" Becomes Everyday Business

Take a trip down memory lane and think back to a popular cartoon-show of the 60s and 70s "The Jetsons." This show captured the attention of many because of its futuristic version of life, just as StarTrek and other "space" movies are still blockbuster hits.

The appeal of these outer space-type shows was the fact that they were so different from our life here on Earth. The imagination of the creators who pondered what life could or would be like at some point in the future intrigued the young and old.

Who would have thought that the concepts we saw in these shows nearly 30 years ago are now a reality?

Think about it. When TLC started, there were no microwaves or color televisions. Phones were attached by cords to the wall, and very few people knew what a computer was.

Now, however, we can turn our crock pots on from 100 miles away using a cell phone. We can see people in another country real-time over the computer. And, we carry almost-instant access to a universe of information and communications in a shirt pocket.

Who'd have thought...except the creators of those "far-fetched" shows?

As we all now realize, advances in technology in just the past 15 years have changed the world of business and of communicating. With those changes, "old" companies like TLC have stayed alive because of our dedication to providing the best of the best for our clients.

We have proactively incorporated new technology into the way we connect clients with their callers, yet recognize (as do most of you) that there is no substitute for a live person on the other end of a phone when a caller needs to reach a company or organization.

TLC Introduces SMS Server

In keeping with our commitment to helping you exceed your customers' expectations, TLC recently invested in an SMS server that will allow us to communicate even faster and more effectively than ever before with our customers on behalf of their callers.

Specifically, the SMS server allows the CSRs to send a text message to a client, whether you specify you want it sent to your Blackberry, iPhone, laptop, or cell phone. What makes this service unique is that the transmission of the text message is not at the mercy of a third-party network; it's like going cell phone to cellphone.

In addition, the feature that provides peace of mind to clients and to TLC is the option to confirm receipt of the message. This confirmation option helps clients keep their service bills down, since a CSR does not have to continuously call a client to confirm a message or the client does not have to call back the service to confirm receipt of the message.

In addition to the benefit of instantaneous message delivery and savings on live calls from CSRs, another huge benefit is the ability to send the same message to multiple people at the same time, if that's what a client requests. Also, there is no need to carry **both** a pager **and** a cell phone with this new system.

TRY IT FOR FREE

Since the team at TLC is so excited about this new technology, we are anxious for clients to try it and experience the benefits themselves. So, for a limited time, we are offering a **30-day FREE TRIAL** to existing TLC clients and any companies to which you refer TLC. Just call Deborah today to learn more and to add this new service on your account. You'll be amazed at the flexibility of the system and the ease with which TLC can customize message-delivery instructions from one hour to the next, from one employee to another.

TLC SPOTLIGHT

"Many retailers don't realize the importance of having the phones answered by a professional when everyone on the floor is servicing customers, but we do. Thanks to the great operators at TLC who contacted me immediately upon receiving a call for us, I was prepared when the customer got here, and we sold two matching Rolex watches and a pair of large diamond earrings as a result. While not all sales are this large, what we pay TLC is more than covered by sales throughout the year, not to mention the peace of mind I have by knowing our callers are being cared for while we're assisting customers in the store...or even closed for a holiday. It's clear that making our customers happy is a priority for all staff at TLC, and working with TLC could not be easier or more pleasant for a business owner." - *John Poole, vice president of Hudson-Poole Fine Jewelers*



TID BITS

Deborah Anders, our manager, recently completed a rigorous certification program through the Association of Teleservices International. Nominated for the certification program by TLC owner, Robin Bailey, Deborah was cited for her ability to “lead, coach, and support CSR staff.”



The examination required for the certification included case studies, as well as essay questions about system operations and procedures. According to ATSI’s website, the certification “is as much a test of character as a test of knowledge.”

Now for a little personal info on Deborah. She started with TLC nearly 20 years ago while in nursing school. She returned to the company four years ago where she was promoted from supervisor to manager. While her initial return to the company was going to be a temporary hiatus from nursing, she quickly recognized that she liked the variety of situations and people she helped in a day. From busted pipes to women in labor, callers hit Deborah with all types of situations for which she utilizes her triage and caregiving skills.

Her greatest satisfaction is intercepting a furious caller and being able to diffuse the situation—acting as an ambassador for the TLC client. When the caller and client thank her for

going above-and-beyond the normal duties of an operator, it just makes her day.

Deborah is married, a mother to two teens, an animal lover, and an avid reader. Despite being a registered nurse, she has suggested that Robin “adopt” her so she can operate the family business when Robin wants to retire. In the meantime, she’s just happy giving TLC at TLC. Congratulations, Deborah.



John Whitehead and **Ashley Seales** both passed ATSI’s new CSR certification exam with flying colors. John, a 13-year industry veteran, has been with TLC for three years. Ashley has been with TLC for a year. Both are valuable members of the TLC team and we are proud to have such talented and dedicated professionals.

Robin Bailey was recently re-elected as the secretary/treasurer of NAEO, the National Amtelco Equipment Owners group. The group is dedicated to “education, networking, and development of best practices among members.” This is Robin’s third one-year term.

TLC is pleased to have been part of the **Adopt-A-School** program with Duncanville Middle School. In May, TLC donated two oak trees in honor of the 8th grade graduating class and the faculty.

Survey Responses. We want to thank all of you who took the time to respond to our customer satisfaction survey. Your responses and comments are valuable to us as we aim to exceed our clients’ expectations. Please do not wait until another survey, however, if you have suggestions for us to enhance our service to you or questions about other services we may provide.

Association Incentives. In the meantime, if you’re a member of the **West Alabama Chamber of Commerce** and/or the **Medical Group Management Association** (groups to which TLC belongs), check this out. Whether you are a current TLC client or contract with TLC for services by July 31, you will get a One-Month extension of the **30-day Free Trial** just for checking out how the SMS Server service can enhance your business while reducing your call center bill. Call Deborah for details. And, remember, if you refer us a new client, you can win dinner on us!

Refer a business that becomes a TLC client by Sept. 1st and receive a \$50 gift certificate to a great restaurant in the area or we will enter you into a drawing for a \$100 credit towards a month of service! Thank you, in advance!



*“Success is a journey, not a destination”
-Ben Sweetland*

The Legacy Connection, an award-winning tele-services company formerly called DCAS (Druid City Answering Service), is based in Tuscaloosa and serves clients throughout the country, with a concentration in the Tuscaloosa and Birmingham areas; the company employs more than 25 staff members.

In addition to offering 24/7 emergency and non-emergency answering service solutions, the company handles overflow calls, order taking, dispatch, disaster back-up, and a variety of other tele-service solutions to clients around the US. It offers total and flexible customization of how calls are answered and how the messages are delivered to each client.

ABOUT US



Back Row: Alma Carr, Remurphy Nichols, Deborah Anders
Front Row: Amber St. John, Robin Bailey, John Whitehead