



JUNE 3, 2014

LAS CRUCES NM



JIM BEATTY

NCS INTERNATIONAL

NCS INTERNATIONAL

- **30 YEARS EXPERIENCE SITE SELECTION/ ED MARKETING**
- **3,000 ECONOMIC DEVELOPERS TRAINED**
- **300 PROJECTS COMPLETED**
- **30,000 JOBS RECRUITED**
- **\$3 BILLION DOLLARS INWARD INVESTMENT**

Reprinted from THE WALL STREET JOURNAL.

THURSDAY, OCTOBER 19, 1995

© 1995 Dow Jones & Company, Inc. All Rights Reserved.

ENTERPRISE

'Teleconomic' Expert Helps Towns Develop

By UDAYAN GUPTA

Staff Reporter of THE WALL STREET JOURNAL
James Beatty is far from your typical telecommunications specialist.

The 45-year-old chief executive officer of NCS International Inc., Omaha, Neb., is one of the nation's few "teleconomic" consultants. He helps small towns and big cities to develop and market their telecommunications resources. And he helps big corporations to find new sites for such facilities.

But as perhaps the only African-American in this business specialty, Mr. Beatty is unusual in another way: He strives to build bridges between corporate America and minority communities, employees and businesses. "He has made us conscious of the needs of minorities," says Steve Vassallo, a McKinney, Texas, official who headed development efforts for Madisonville, Ky., (pop. 16,500) until last year.

The small Kentucky town hired NCS in 1991 to design a plan that would attract more industry. Two years later, as a direct result of the plan, Lockheed Support Systems Inc., a unit of Lockheed Martin Corp., agreed to open a Madisonville facility to process illegibly addressed or otherwise undeliverable U.S. mail. The 300-worker facility now employs a large number of local black residents, Mr. Vassallo says.

"There aren't too many people better at matching up the telecommunications needs of corporations and the resources [that] communities have," Mr. Vassallo says.

Mr. Beatty says he knows "what is needed to involve more minority-owned businesses and minority employees in the economy." But he adds: "I resent the stereotype of being a minority business-

man out on a mission to help minorities. I'm not in competition with Jesse Jackson."

Indeed, he emphasizes that he is first and foremost a telecommunications specialist an assertion that is supported by economic developers and planners who praise tiny NCS for its comprehensive database of telecommunications resources.

His approach seems to be paying off. Small-town clients such as Crookton, Minn., and Martinsville, Va., as well as big corporate customers such as AT&T Corp. and GTE Corp. will enable six-year-old NCS to turn profitable this year, Mr. Beatty says. He expects 1995 sales to reach about \$1 million, nearly 20% higher than last year.

Still, Mr. Beatty's task isn't easy. In many small Southern and Midwestern towns, minorities have long been excluded from the planning process. The consultant also must tread a fine line. If he talks only about business, many potential clients may dismiss him as just another black entrepreneur out to make a fast buck. But if he talks solely about the need to help minorities, he faces scorn as merely a do-gooder.

The Madisonville assignment came about when Mr. Vassallo was trying to devise new development strategies for the community and approached NCS. Mr. Beatty first advised Mr. Vassallo to take a fresh look at the city's telecommunications facilities. So Mr. Vassallo talked to local telephone companies and developed a list of the community's other resources.

Meantime, Mr. Beatty challenged Madisonville's black business executives to develop products and services for telecommunications customers and to establish a scholarship fund to train younger black residents in communications technologies.

With Mr. Beatty's help, Mr. Vassallo assembled a marketing plan highlighting Madisonville's work-force, telephone and computer capabilities, and attractive working conditions. The payoff came with the arrival of Lockheed Support Systems.

"Many small communities don't recognize the wealth of resources they have,"

observes Seth Bornstein, NCS's vice president. "In a small town, you can always call up the president of the local phone company and get fast action.

"Try that in New York City," adds Mr. Bornstein, himself a former New Yorker.

Assisted by NCS, more big companies are considering small towns and midsize cities as part of their telecommunications-expansion plans. "He has provided us with solutions to our business problems," says Dick Valentine, a senior executive of AT&T American Transtech Inc. in Jacksonville, Fla. This year, the AT&T Corp. unit set up a customer-service center in Killeen, Texas, based on Mr. Beatty's research. Many of the center's 500 employees are minority-group members.

It was almost perfect matchmaking, Mr. Bornstein recalls. Killeen had the kind of labor force that AT&T needed. And NCS already had been working with Killeen officials to construct a telecommunications facility in a local industrial park that would attract businesses such as AT&T.

"Mr. Beatty helps bring new jobs to communities," says AT&T's Mr. Valentine, adding that many of "these new jobs give people an opportunity to use their skills at a higher level."

Mr. Beatty came to his current career by a circuitous route. After graduation from Nebraska's Doane College in 1970, he soon became a star marketing manager for Northwestern Bell, now part of U S West Inc. He says that he quit Northwestern Bell in 1982 because he had failed to reach his expected career goals fast enough. He became a free-lance consultant.

Mr. Beatty recently began a minority economic-development effort in Omaha aimed at attracting 12 new black-owned businesses. Two firms already have moved to the city, and several others seem interested, Omaha officials report. "I can assure black entrepreneurs they won't be alone in doing business here," Mr. Beatty observes. "They can grow more here than in most cities elsewhere." He can cite NCS as a prime example.



James Beatty

TODAY'S DISCUSSION

- NCS INTERNATIONAL ACCOMPLISHMENTS
- CONTACT CENTERS/BPO CURRENT CONDITIONS
- MARKET FORECAST
- OPPORTUNITIES FOR YOUR COMMUNITY
- NCS TIPS ON MARKETING YOUR COMMUNITY
- NCS CASE STUDY
- Q & A

- Bookmarks
- Reading List
- Favorites Bar
- Register and Get UNLIMITED Searches...
- YouTube - iPhone
- Contact Center Outsourced Services...
- The Powerbroker
- cliptop_ma_dok_bus_\$all_\$aof_\$v1...
- MA_216_BLUMOTION_973A_quer.indd
- YouTube
- Spokane County, WA
- Shopping Cart
- Idaho Call Centers
- Prof Environ Engrs
- African American Museums
- Williams-Russell and Johnson |
- Reverend W.W. Boyd Residence. 4474...
- 4474 Westminster Place, St. Louis-Ce...
- History of Saint Louis City and Count...
- St. Louis: The Fourth City, 1764-191...
- Oseola McCarty Donor
- Twitter
- Career Records Career History
- Creighton Career Records
- How to Measure Your Success on Fac...
- ElPasoTXGrnBldg&EnrgyOrd.doc
- LoopNet - Kellom Valley, Retail (Othe...
- Whitmor Chrome Shoe Tower, 50 Pair
- NCS INTERNAT

Accent Homes CALL GEORGE TYUS TODAY New Houses Starting at \$130k
Purchase a home and receive a 42" FLATSCREEN TV!

Search Site

Print Email

Call center set to bring 450 jobs to El Paso

By Vic Kolenc / El Paso Times

POSTED: 01/22/2014 12:07:16 AM MST



Employees of the new Apogee Retail call center work in their facility at 1359 Lomaland Tuesday. The company now has 120 employees but hopes to meet their target of 450 employees by this summer, said Fernando Gutierrez, site director. The company looked at 26 cities before choosing El Paso, Gutierrez said.

The company that operates the Savers family of thrift stores has opened a call center, which is



Department of Criminal Justice

ONLINE BACHELOR OF ARTS

An online B.A. in Criminal Justice that fits around anyone's schedule.

Online classes further employment opportunities and eliminate the need to relocate or commute to campus.



Ranked #1 nationally for enhancing social mobility for students by *Washington Monthly*.

For more information:
Contact the Department of Criminal Justice
by phone at (915) 747-7943,
on our website at
www.utep.edu/crimjust,

- Register and Get UNLIMITED Searches...
- YouTube - iPhone
- Contact Center Outsourced Services...
- The Powerbroker
- cliptop_ma_dok_bus_\$sall_\$aof_\$v1....
- MA_216_BLUMOTION_973A_quer.indd
- YouTube
- Spokane County, WA
- Shopping Cart
- Idaho Call Centers
- Prof Environ Engrns
- African American Museums
- Williams-Russell and Johnson |
- Reverend W.W. Boyd Residence, 4474...
- 4474 Westminster Place, St. Louis-Ce...
- History of Saint Louis City and Count...
- St. Louis: The Fourth City, 1764-191...
- Oseola McCarty Donor
- Twitter
- Career Records Career History
- Creighton Career Records
- How to Measure Your Success on Fac...
- ElPasoTXGrnBldg&EnrgyOrd.doc
- LoopNet - Kellom Valley, Retail (Othe...
- Whitmor Chrome Shoe Tower, 50 Pair



Deloitte.

2013 Global Contact Center Survey Results

Deloitte Consulting LLP

March 2013



- Favorites Bar
- Register and Get UNLIMITED Searches...
- YouTube - iPhone
- Contact Center Outsourced Services...
- The Powerbroker
- cliptop_ma_dok_bus_\$sall_\$aof_\$v1...
- MA_216_BLUMOTION_973A_quer.indd
- YouTube
- Spokane County, WA
- Shopping Cart
- Idaho Call Centers
- Prof Environ Engrns
- African American Museums
- Williams-Russell and Johnson |
- Reverend W.W. Boyd Residence. 4474...
- 4474 Westminster Place, St. Louis-Ce...
- History of Saint Louis City and Count...
- St. Louis: The Fourth City, 1764-191...
- Oseola McCarty Donor
- Twitter
- Career Records Career History
- Creighton Career Records
- How to Measure Your Success on Fac...
- ElPasoTXGrnBldg&EnrgyOrd.doc
- LoopNet - Kellom Valley, Retail (Othe...
- Whitmor Chrome Shoe Tower, 50 Pair



Global BPO Market Forecast: 2013-2017

Market Forecast Report Abstract

December 2013

By John Willmott
 BPO Market Development program
 NelsonHall

179 pages



NCS INTERNATIO

International Data Corporation (IDC)

For 50 years is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications and consumer technology markets.

CALL CENTERS

- **CONTACT CENTERS**
- **CUSTOMER SERVICE CENTERS**
- **CUSTOMER CONTACT CENTERS**
- **SERVICE CENTERS**

Contact Centers Continue to Grow

◆ In Size

◆ Strategic Importance

Top Insights from the Deloitte 2013 Contact Center Survey

77% of contact centers expect to maintain or grow in size in the next 12-24 months

36% of organizations are actively or planning to relocate contact center facilities

The United States is the location of choice for many relocation and/or growth plans

Access to labor is an important consideration for choosing a possible expansion location

Labor Considerations

- **Labor Availability..... 70%**
- **Labor Cost.....
47%**
- **Labor Quality..... 42%**

**Business Process Outsourcing (BPO)
is the contracting of a specific business
task, such as payroll, to a**

Third-Party Service Provider

**Usually, BPO is implemented as a
cost-saving measure**

BPO has two categories:

Back Office which includes internal business functions such as billing or purchasing

Front Office which includes customer-related services such as marketing or tech support

BPO that is contracted outside a company's own country is called Offshore Outsourcing

BPO that is contracted to a company's neighboring country is called Nearshore Outsourcing

BPO that is contracted with the company's own county is called Onshore Outsourcing.

**IDC expects that in the
United States, the
customer care BPO
home-based agent
services market will
grow at a CAGR of
25.1%
Estimate \$6.1 billion in
2017**

IDC expects the worldwide BPO market to reach \$202.6 billion in 2016, representing a five-year CAGR of 5.3%

The U.S. market is expected to grow at a five-year CAGR of 4.2%, reaching \$92 billion in 2016

- **Small Niche Providers**
- **Hosted Platform Providers**
- **Traditional BPOs**
- **Large IT Outsourcers**

Participants in this growing aspect of the customer care BPO market."

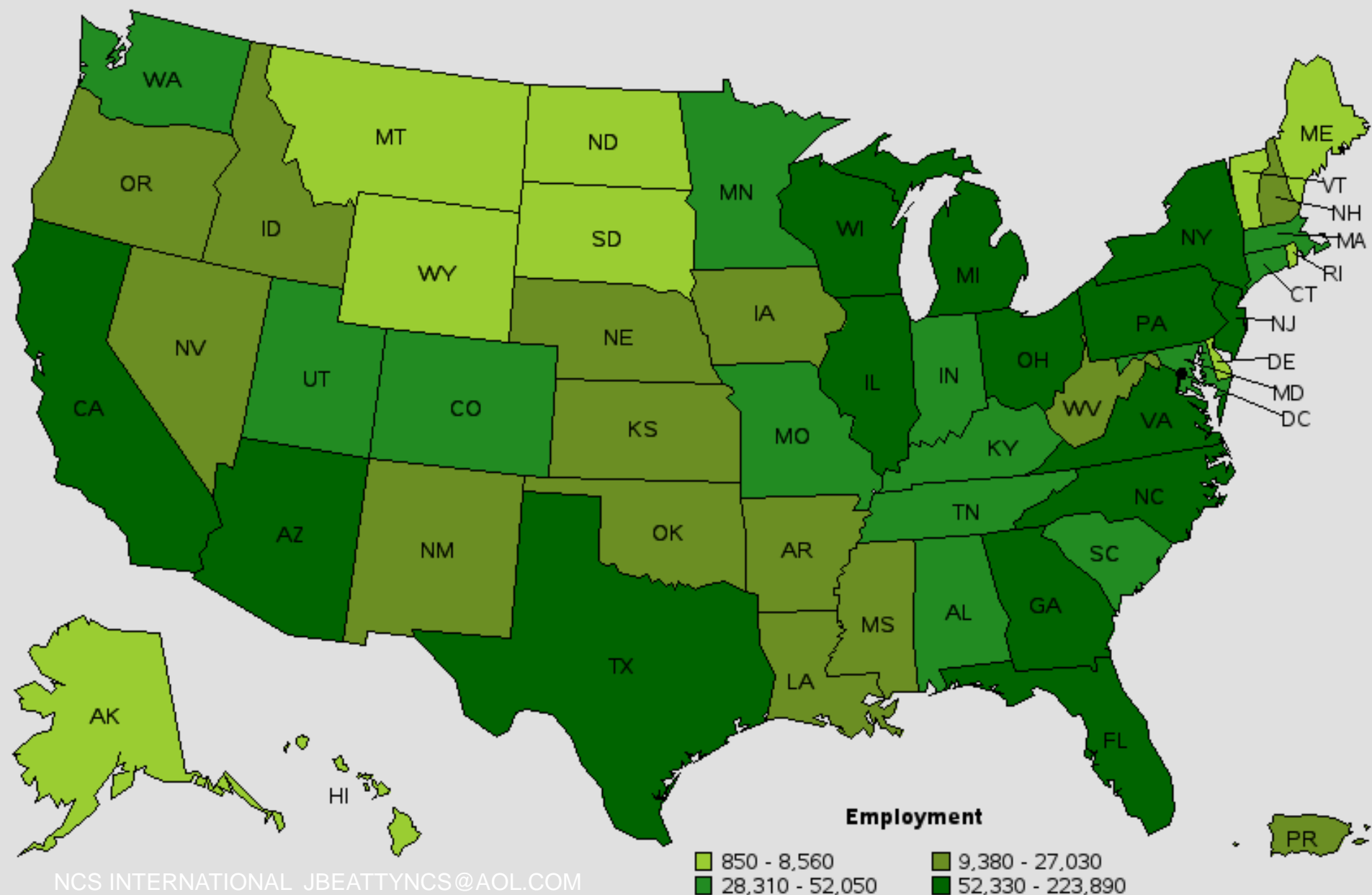
HOME BASED AGENTS

- **One of the biggest trends in the call center industry today is the transition of agents working in call centers to working from home. At-home agent adoption is expected to accelerate by as much as 25 percent annually in the foreseeable future.**

TRENDS

- **INCREASE IN BPO ACTIVITY**
- **INCREASE IN NUMBER OF CONTACT CENTERS**
- **INCREASE IN HOME BASED WORK AGENTS**

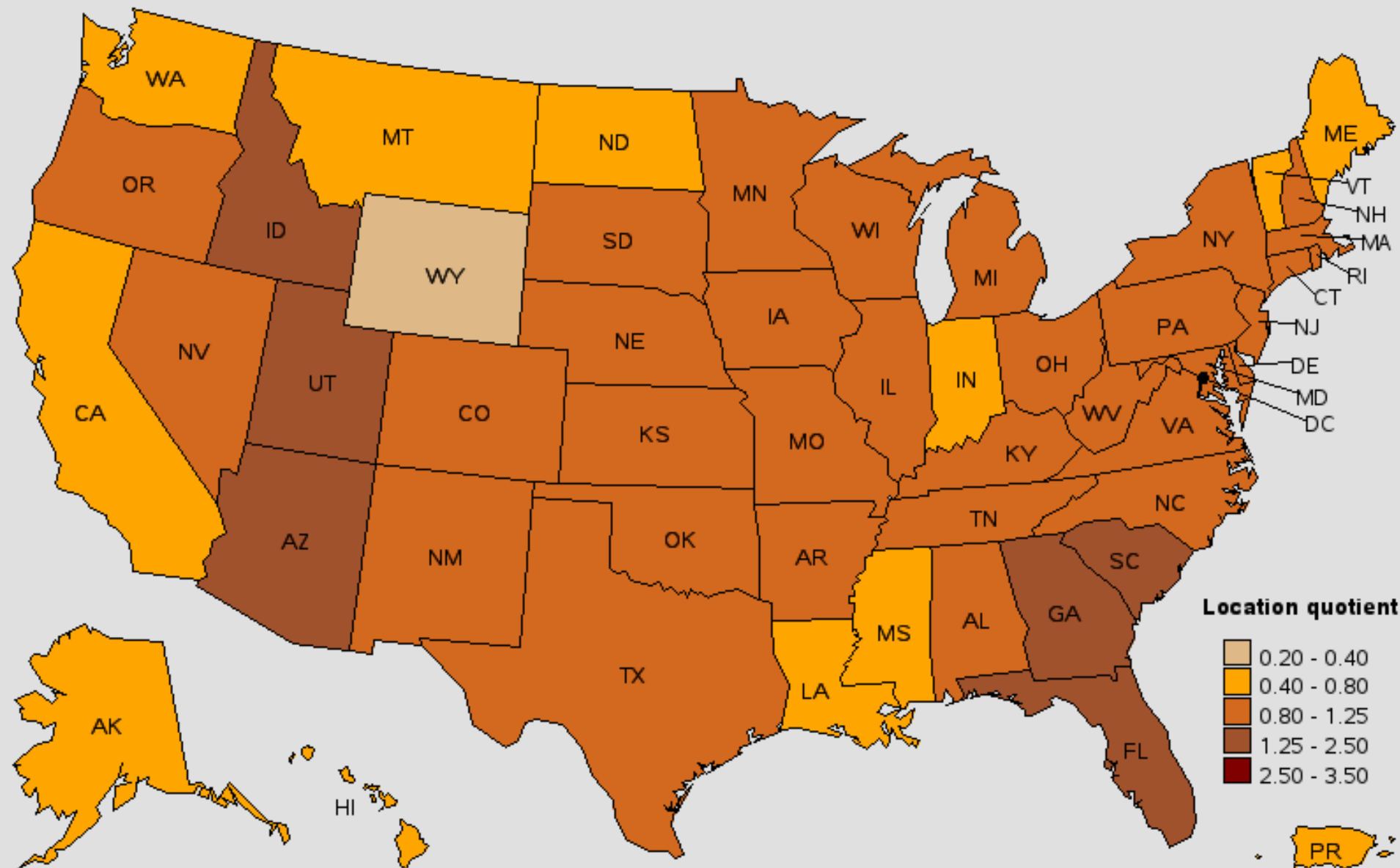
Employment of customer service representatives, by state, May 2013



NCS INTERNATIONAL JBEATTYNCS@AOL.COM

Blank areas indicate data not available.

Location quotient of customer service representatives, by state, May 2013



NCS INTERNATIONAL JBEATTYNCS@AOL.COM

Blank areas indicate data not available.

Bookmarks Reading List

- Favorites Bar
- Register and Get UNLIMITED Searches...
- YouTube - iPhone
- Contact Center Outsourced Services...
- The Powerbroker
- cliptop_ma_dok_bus_\$sall_\$aof_\$v1...
- MA_216_BLUMOTION_973A_quer.indd
- YouTube
- Spokane County, WA
- Shopping Cart
- Idaho Call Centers
- Prof Environ Engrs
- African American Museums
- Williams-Russell and Johnson |
- Reverend W.W. Boyd Residence, 4474...
- 4474 Westminster Place, St. Louis-Ce...
- History of Saint Louis City and Count...
- St. Louis: The Fourth City, 1764-191...
- Oseola McCarty Donor
- Twitter
- Career Records Career History
- Creighton Career Records
- How to Measure Your Success on Fac...
- ElPasoTXCrnBldg&EnrgyOrd.doc
- LoopNet - Kellom Valley, Retail (Othe...
- Whitmor Chrome Shoe Tower, 50 Pair

The Salt Lake Tribune | News

Monday, May 5, 2014 Last Updated: 01:01 am

What can we help you find? SEARCH

Salt Lake City 62° Mostly Cloudy Traffic

News Sports Blogs Opinion Money Lifestyle Entertainment Obituaries Jobs Homes Cars Marketplace Deals Subscribe

Utah Nation World Politics Justice Polygamy LDS Church Education Weather UtahsRight.com TribTalk Kirby Rolly




Get breaking news alerts via email

email address SIGN UP

Click here to manage your alerts

General Dynamics unit offering 1,600 call center jobs in Sandy

Labor • Workers will support contract to answer inquiries about Affordable Care Act.

Article Tools



THE SALT LAKE TRIBUNE
PUBLISHED JUNE 28, 2013 9:28 PM

This is an archived article that was published on strib.com in 2013, and information in the article may be outdated. It is provided only for personal research purposes and may not be reprinted.

A unit of defense contractor General Dynamics wants to hire 1,600 people to staff a new call center in Sandy.

The company is reticent to talk about what workers for its Information Technology group would do at the center on South Sandy Parkway or say how much the jobs would pay and whether they are temporary or long-term positions.

"The call center is in support of a contract we recently won with the Centers for Medicare and Medicaid Services," Jennifer Harvey, a General Dynamics IT spokeswoman, said in an email Friday.

"General Dynamics IT was awarded [the] contract to provide contact center support to respond to inquiries from CMS customers, beneficiaries and new federally facilitated exchange enrollees nationwide," she said.

CMS is the federal agency that administers Medicare, Medicaid, and the State

Most Popular Stories

1. Westerners fear Obama preparing monuments land grab
2. Threats to Maryland dealer raise doubts about smart guns' future
3. Washington Insight: Correspondents' dinner isn't about Lindsay Lohan
4. Kirby: Don't treat turkeys — or other animals — like human beings
5. Golf: J.B. Holmes completes comeback with win at Quail Hollow
6. Utah child's misspelled police report is heartbreaking
7. Police used guise to gain info from Utah vets in sweat lodge feud
8. Grass-roots fundraising at heart of same-sex marriage fight
9. 'Spider-Man 2' ropes in \$92 million opening
10. NFL Draft: BYU's Van Noy helped himself by returning for senior year



Best Recruitment Opportunities

- **CONTACT CENTERS**
- **BPO OUTSOURCERS**
- **HOME REMOTE AGENTS**

2013 TOP BPO VENDORS

- **Capita**
- **Serco**
- **Maximus**
- **Accenture**
- **Atos**
- **Quindell**
- **Steria**
- **Alliance Data**
- **HP**
- **Convergys**
- **Communisys**

The logo features a large yellow number '1' with the word 'top' written vertically inside it. To the right of the '1' are two overlapping yellow circles. Below these elements, the text 'call centers' is written in a black, lowercase, sans-serif font. To the right of 'call centers' is the word 'Benchmark' in a large, bold, black, sans-serif font. Below 'Benchmark' is the word 'Portal' in a blue, sans-serif font. To the right of 'Portal' is a blue, stylized graphic element consisting of a thick, curved line that loops around and ends in a small circle, resembling a stylized 'e' or a portal icon.

top
100
call centers Benchmark
Portal

250 AGENTS PLUS

- **GE Capital Retail Bank**
- **Florida Power and Light Company**
- **Affinion Group**

150- 249 AGENTS

- **EyeMed - Convergys KY**
- **RIA Financial Services**
- **Xerox E-ZPass NY Service Center**

5 - 99 AGENTS

- **Maximus New York Physician Profile**
- **Mayo Medical Laboratories**
- **Northern Virginia Community College**

NCS CASE STUDY

SELECTED PORTIONS FOR REVIEW

PROJECT REQUIREMENTS

EMPLOYEES

- 200 agents with 1-2 additional shifts for a possible total of 300-400 employees. Company will start with 200 in year one and ramp up quickly to 300+.
- Assume FT employees = 42% and PT employees = 58%.
- Would like to have additional space in the facility for extra workstations – assume up to 225 seats
- FT = 30+ hours per week (to receive insurance benefits)
- Schedule runs 6 days per week. Mon – Fri, Sun - Will not operate 24/7
- Entry level wage \$9.00-\$10.00/hr. anticipated
- Bilingual skills for up to 10% of the agents would be desired
- Prefer a Right to Work State; however, will consider others

STAFFING

- 375 - 400 agents, long term at \$9.00-\$10.00/hr
- 20 Supervisors (There is one supervisor for every 20-25 employees)
- 5 Q&A Specialists
- 1 Site Director
- 3 – 4 Team Managers
- 5 – 7 Administrative Support

ESTIMATED TOTAL HEADCOUNT (not FTE): 400-425 employees





ESTIMATED TOTAL PAYROLL: \$7M annually - \$35M over 5 years

COMMUNITY MATRIX RANKINGS

LOCATION	SCORE	LABOR SUPPLY	LABOR COSTS (Wages)	LABOR FORCE (Under-employment)	UN-EMPLOYMENT RATE	AVAIL-ABLE REAL ESTATE	ECONOMIC INCENTIVE	CALL CENTER SATURATION	IT / TELCOM UTILITIES	RIGHT TO WORK	PENDING LEGIS-LATION	TIME ZONE
LOCATION	100%	22.5%	22.5%	5%	5%	15%	10%	10%	10%	Y/N	Y/N	CT/MT/PT
COMMUNITY 1	83.5%	22.5%	15.0%	3%	5%	15%	7%	10%	6%	No	No	PTZ
COMMUNITY 2	79.0%	22.5%	22.5%	3%	5%	5%	5%	10%	6%	No	No	PTZ
COMMUNITY 3	75.0%	22.5%	22.5%	3%	3%	10%	8%	0%	6%	Yes	No	MTZ
COMMUNITY 4	73.5%	22.5%	5.0%	5%	0%	15%	9%	10%	7%	No	No	MTZ
COMMUNITY 5	72.5%	22.5%	15.0%	5%	0%	10%	8%	5%	7%	Yes	No	MTZ
COMMUNITY 6	69.5%	22.5%	10.0%	5%	0%	15%	5%	5%	7%	Yes	No	MTZ
COMMUNITY 7	68.5%	22.5%	15.0%	4%	0%	15%	5%	0%	7%	Yes	No	MTZ
COMMUNITY 8	68.0%	16%	14.0%	3%	5%	7%	8%	10%	5%	Yes	No	PTZ
COMMUNITY 9	66.5%	22.5%	5.0%	3%	3%	15%	6%	5%	7%	No	No	MTZ
COMMUNITY 10	62.5%	22.5%	5.0%	5%	5%	0%	8%	10%	7%	Yes	No	PTZ
COMMUNITY 11	61.0%	16%	15.0%	3%	0%	10%	5%	5%	7%	Yes	No	MTZ
COMMUNITY 12	61.0%	15%	15.0%	5%	0%	5%	5%	10%	6%	No	No	MTZ
COMMUNITY 13	59.5%	22.5%	5.0%	0%	0%	15%	5%	5%	7%	Yes	No	MTZ
COMMUNITY 14	59.5%	22.5%	5.0%	5%	0%	5%	5%	10%	7%	No	No	PTZ
COMMUNITY 15	56.5%	22.5%	15.0%	3%	0%	5%	4%	0%	7%	Yes	No	MTZ
Las Cruces, NM	54.0%	10%	15.0%	0%	5%	0%	8%	10%	6%	No	No	MTZ
COMMUNITY 17	51.0%	15%	5.0%	5%	5%	0%	5%	10%	6%	No	No	MTZ
COMMUNITY 18	25.0%	3%	3.0%	5%	0%	0%	1%	10%	3%	No	No	MTZ
EXISTING LOCATIONS												
COMMUNITY A	28.0%	2%	15.0%	3%	0%	0%	7%	0%	1%	Yes	No	CTZ
COMMUNITY B	52.5%	22.5%	4.0%	3%	0%	5%	2%	10%	6%	No	No	CTZ


COMMUNITY REAL ESTATE OVERVIEW

TOURS

 <p>Interstate Center</p>	 <p>Former Allstate Office</p>
 <p>HP Campus</p>	 <p>Former HP Data Center</p>



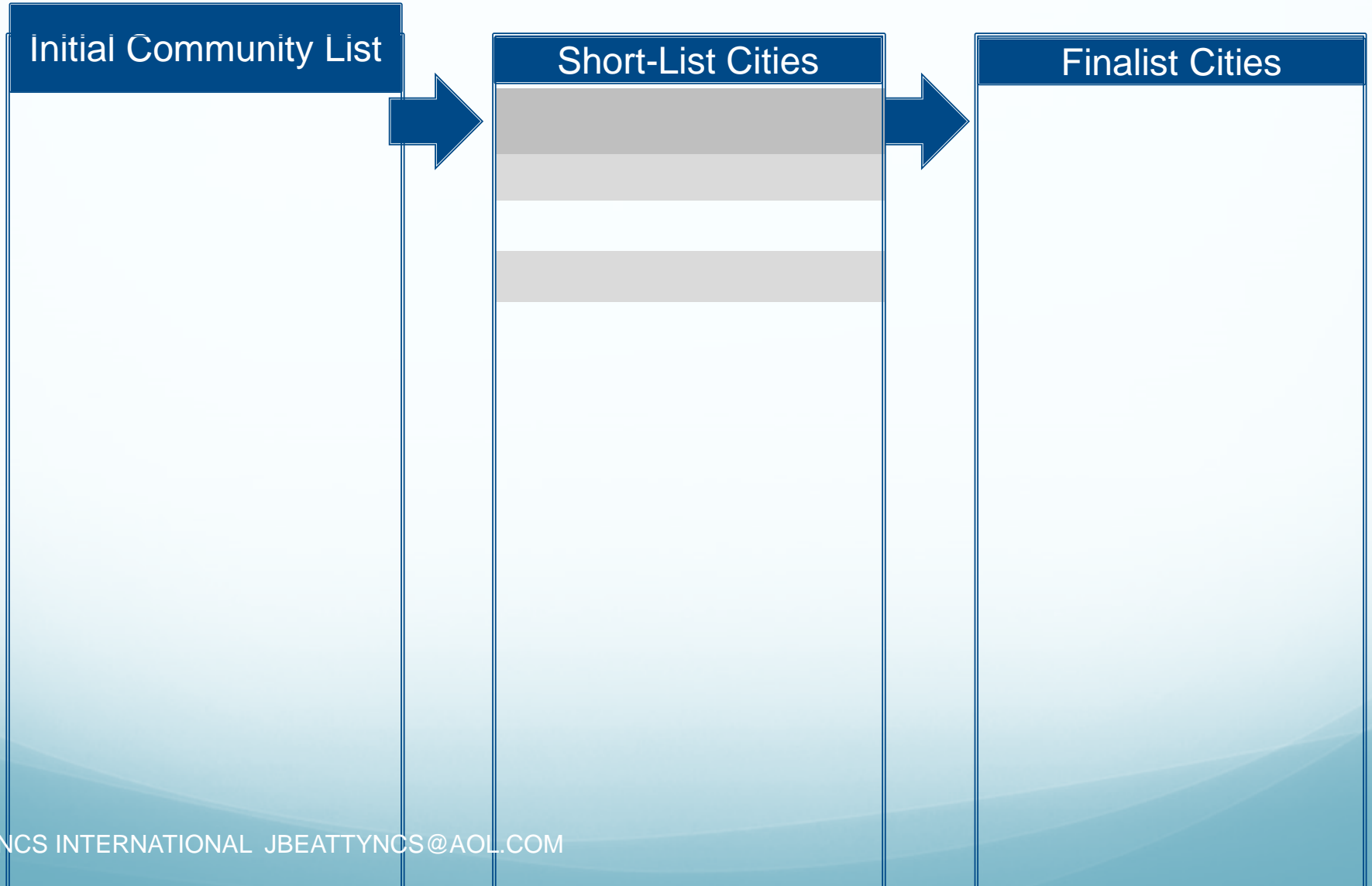
RFP & FINALIST

 <p>Former HP Data Center</p>

COMPARISONS

SITE SELECTION SUMMARY

A PROCESS OF ELIMINATION



FINAL DETERMINANTS

- # OF CENSUS TRACTS < \$30,000
- POPULATION OF THOSE TRACTS
- INCENTIVES WERE NOT A FACTOR

SUCCESSFUL COMMUNITY TACTICS

- **INVEST IN SUSTAINED MARKETING EFFORTS**
- **ATTEND THE BPO AND CC TRADE SHOWS, CONFERENCES**
- **HOST FAM TOURS OF YOUR COMMUNITY/AREA**
- **PROMOTE YOUR AREA**
- **TAILOR YOUR WEBSITE**

WHAT DO I DO NOW ?

GET TO WORK!

INFO SOURCES

- <http://research.nelson-hall.com/about-nelsonhall/press-releases/press-releases/nelsonhall-bpo-index-identifies-strong-upturn-in-bpo-contract-activity-in-the-commercial-sector-up-40-globally.html#sthash.NV2bhUhU.dpuf>

INFO SOURCES

- https://www.deloitte.com/assets/Dcom-UnitedStates/Local%20Assets/Documents/Consulting/us_consulting_2013GlobalContactSurvey_051513
- <http://www.bls.gov/oes/current/sw434051.png>
- https://www.idc.com/vertical_markets/verticalm.jsp
- <http://research.nelson-hall.com/about-nelsonhall/press-releases/press-releases/nelsonhall-bpo-index-identifies-strong-upturn-in-bpo-contract-activity-in-the-commercial-sector-up-40-globally.html>