



Call Anytime

An Albany retail store goes dark, but lights go up in new CallTech facility

“We are live!” exclaimed Bob Massey at the recent grand opening of his company’s newest call center, located in Albany, Ga.

As chairman of Columbus, Ohio-based CallTech Communications LLC, Massey was the featured speaker at the June 11 ceremony marking the end of a whirlwind effort to revamp a vacated Wal-Mart store into a center that would handle thousands of incoming phone calls daily.

With 325 workstations in 21,000 sq. ft. of floor space, the facility currently houses 170 customer service agents who provide technical support for subscribers to BellSouth’s asymmetric digital subscriber line (ADSL). CallTech, which operates four other call centers, plans to serve additional clients at the Albany location and fill the facility with up to 600 agents taking calls around the clock.

At the grand opening, Massey commended those who participated in the team effort to bring CallTech to Georgia, including Albany city officials, Albany Technical College and Quick Start.

“The key to our success has been finding the right people to do the

job day in and day out,” he said. “To find 200 people who can handle a very technical product coming out of the gate is not easy. But we’ve been very successful in attracting the right people, getting them trained and getting them up and running.”

To help CallTech prepare for its soft opening on June 1, Quick Start provided 32 hours of pre-employment training to 195 people in May, utilizing Albany Tech’s computer labs.

Massey commented that he has already received feedback from a caller about the high quality of customer service provided by his Quick Start-trained staff. “[He] said it was the finest support call he had ever had with an 800 number where he asked for technical support,” Massey said. “So I think we’re doing something right.”

Designed to develop technical support skills with realistic job simulations, the Quick Start training program taught fundamentals of

broadband, computer networks and troubleshooting.

“I thought the students were extremely well-prepared and well-trained,” Massey noted after the ceremony. “They developed a lot of knowledge in a brief period to become productive employees of CallTech.” Unlike many call center start-ups, which ramp in 20 to 30 agents at a time, this center was launched with all 170 newly trained agents going live at once.

“The Quick Start program was a nice adjunct to the normal training we provide our employees,” Massey said. “It made our people better equipped to handle the day-to-day situation they would face on the job.”



Marking the official opening of the CallTech call center are (from left) Tim Martin, Albany Area Chamber of Commerce president and CEO; Trevor Friesen, CallTech senior director of operations; Bob Massey, CallTech chairman; Jeff Innis, CallTech facility manager; and Tommy Coleman, Albany mayor.



After learning about broadband and computer networks, Quick Start trainees go through realistic job simulations to understand how to handle myriad situations as CallTech agents.

About CallTech

- **Founded:** 1996
- **Service provided:** Outsourced technical support and customer service
- **Clients include:** BellSouth, CompuServe, Abercrombie & Fitch, Priceline.com and Universal Studios Florida
- **Number of employees:** 1,670
- **Sales:** \$35 million
- **Call centers located in:** Columbus, Ohio (two facilities); Brownsville, Pa. (Pittsburgh area); Fort Myers, Fla.; and Albany, Ga.