

CASE STUDY



QUICK FACTS

- LAG worked with its CBRE colleagues in Manila to provide WestCorp the best possible services
- Coordination on both sides of the world enable the client to place a new international center
- West signed a 5-yr lease, totaling 60,000 SF

CLIENT TESTIMONIAL

"The best compliment I can pay is that I did not have to adjust my high expectations from doing business with CB Richard Ellis in the U.S. to doing business with your team in the Philippines."
- Skip Hanson, chief administrative officer, West Corp

CBRE LAG Contact

Jim Trobaugh

Senior Vice President

T 602.735.5599

F 602.735.5762

jim.trobaugh@cbre.com

WEST CORPORATION

West Corporation Established Call Center in the Philippines

A leading provider of outsourced communication solutions to many of the world's largest companies, West Corporation helps its clients communicate effectively, maximize the value of their customer relationships, and drive greater revenue from each transaction. Founded in 1986 and headquartered in Omaha, Nebraska, the company has a team of approximately 27,000 employees based in North America, Europe, and Asia.

Challenge

U.S. companies were exhibiting increased interest in locating offices in the Philippines. The Labor Analytics Group (LAG) already had a relationship with Joey Radovan and his CBRE teammates there. The West Corp project to set up inbound contact center operations in metro Manila was the perfect opportunity for collaboration between the two CBRE teams. LAG teamed up with its colleagues in the Philippines, who understand the unique cultural, political, and geographic factors that impact local demographics, skill sets, and labor drivers.

Solution

LAG provided the CBRE Manila team significant guidance on what clients require in terms of labor market analysis and reporting so that the site selection services delivery model in the Philippines were equal to that of the U.S..

In any international project, communication is paramount. Radovan and the rest of the Manila team scheduled one to three conference calls per week and made themselves available around the clock. In addition, they helped coordinate travel to the Philippines, provided reports the call center industry, organized community and real estate tours, scheduled meetings with government officials and third-party consultants, issued requests for proposals, negotiated the terms of the real estate deal, and helped with language in the lease, always a challenge in the international arena. "Joey and his team were well prepared, knowledgeable and prompt in all aspects of our requirements," said Skip Hanson, West's chief administrative officer. "I greatly appreciated their availability and attentiveness at all hours of the day and night."

Benefit

With the help of LAG and the CBRE team in the Philippines, West signed a five-year lease for five floors in a 36-story high-rise, 60,000 SF. The contact center provides seats for 500+ agents, scalable to 700, and the company filled the seats with recent college graduates who speak Americanized English.

"So far, our project has been a success in large part due to Joey and his team's efforts," Hanson commented. "They were our eyes and ears in the marketplace, but most importantly, they took the time to understand West and what we needed to accomplish."