

CASE STUDY



Quick Facts

- Cardinal Health had unwieldy system of 25 call centers
- LAG was hired to maximize Cardinal Health's workforce sites
- Sherwood, Arkansas and Radcliff, Kentucky emerged as best new locations
- LAG helped procure economic incentives

CLIENT TESTIMONIAL

"Cardinal Health has evolved beyond drug distribution by acquiring leading companies that serve healthcare manufacturers and providers of patient care. In doing so, Cardinal Health has redefined its role in healthcare, while increasing its value to customers and prospects for continued growth."

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CARDINAL HEALTH

Cardinal Health - Sherwood, Arkansas & Radcliff, Kentucky

Challenge

As a leading provider of healthcare, Cardinal Health's growing need to service customer calls became one of their biggest challenges. As a result of their aggressive growth, Cardinal found themselves challenged with a disconnected portfolio of over 25 call centers. As part of their Cardinal One program, Cardinal determined their best customer service solution was to consolidate their inefficient portfolio into two, fully integrated customer service centers.

Solution

After a competitive interview process of nationally recognized site selection consultants, the Labor Analytics Group (LAG) was selected to lend its expertise in identifying the right communities for Cardinal Health. LAG was selected because of its unique, in depth market intelligence, experience, process and extensive track record servicing the healthcare industry.

Through an analysis of Cardinals existing locations, interviews with its management team and a thorough profiling of its workforce, a set of targeted criteria was developed to source Cardinals optimal workforce locations. Utilizing its proprietary models and database, LAG's consultants recommended eight candidate markets. Cardinal Health toured several cities, narrowing the options down to two. Sherwood, Arkansas and Radcliff, Kentucky were chosen for the new call centers because they would service the Eastern Time Zone, provide high qualified workforce and limited competition.

Benefit

A total of 500 jobs were created which resulted in \$15 million in payroll. The Economic Incentives Group (EIG) of CB Richard Ellis negotiated \$10.5 million in economic incentives. The package secured a infrastructure grant, personal property tax rebate, rebate for occupational fees and additional incentives with the use of the Kentucky Jobs Development Act (KJDA).