

CASE STUDY



VERIZON WIRELESS

Verizon Wireless Call Center Brought 1,200 Jobs to Wilmington, North Carolina



Quick Facts

- Verizon called on LAG to help find a facility for 1200 agents
- Verizon was able to make 700 immediate hires
- LAG helped negotiate a \$7.2 million grant
- City and state incentives totaled nearly \$4 million

The nation's leading provider of wireless communications, Verizon Wireless has 40,000 employees serving the 37.5 million customers who use the largest nationwide voice and data network. In the southern United States, Verizon is headquartered in Aphairetta, GA.

Challenge

Verizon needed an additional 1,200 agents due to growth in its southern region. The wireless company called in the Labor Analytics Group (LAG) because of its understanding of labor markets and previous experience with other large wireless companies, including Nextel and Cingular.

Company requirements included a high-quality workforce with a large enough population base to support a 1,200-agent center. In addition, the ideal city had to have a good quality of life because Verizon planned to relocate 150+ current employees from other call centers.

Solution

LAG's unique, four-step site selection methodology includes strategic analysis and modeling, community evaluation, tax and incentive negotiation, and real estate development. For this project, the group focused on finding a location with the right balance of labor quality, cost, and quality of life. Finding a cheap labor force was not enough. LAG had to find a market that fit with Verizon's corporate culture and was attractive for relocating employees. Wilmington, NC emerged because of an excellent combination of its great labor market and high quality of life. The selected location enabled the wireless company to operate cost-effectively as the employee of choice in an area that is compatible with its corporate culture.

Benefit

Verizon invested \$29 million in infrastructure and brought 1,211 customer service, consumer financial services, and supervisory jobs to the area. It made 700 immediate hires from the 2000 applications it received. The company constructed a 150,000 SF, high-tech facility as its new center. North Carolina awarded a grant to Verizon that could be worth as much as \$7.2 million over ten years. Under the terms, the company receives 60 percent of the personal state withholding taxes from each employee during the allotted period. The grant is the largest of 15 grant programs the state awards for similar projects. The state expects Verizon to bring about \$1.2 billion to the economy over the 10-year period.

In addition, Verizon secured a city incentive package for \$1.375 million and a county incentive of \$2.5 million. Encouraged by its success in Wilmington, Verizon continues to engage LAG for similar projects.

CLIENT TESTIMONIAL

"We selected the Labor Analytics Group because of their expertise in call center site selection, their program, and their approach to the assignment. The group was excellent to work with. They adapted to our specific requirements, and the success of the project was a direct result."
- Michael Gray, Verizon Wireless

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