

# CASE STUDY



## Quick Facts

- Telvista had specific requirements to fill large call center facilities
- LAG helped find 2 communities that satisfied the client's labor and real estate needs
- Telvista created more than 1,200 jobs in the 2 communities
- LAG helped the client procure millions in incentives

**CBRE LAG Contact**  
**Jim Trobaugh**  
Senior Vice President  
T 602.735.5599  
F 602.735.5762  
jim.trobaugh@cbre.com

## TELVISTA

### Telvista Located Inbound Call Centers in Danville, VA and Odessa, TX



Telvista™ provides innovative outsourcing solutions for customer care, technical support, and interactive voice response. The company's clients are mid-sized and Fortune 1000 companies in the telecom, retail, travel/tourism, energy, and technology industries.

### Challenge

Telvista needed to find sites for two new 600-seat, 50,000+ square-foot contact centers to accommodate client-driven growth. Requirements included labor markets that could provide an ample supply of low-wage, highly skilled customer support and technical support candidates. Telvista also was looking for incentives from state and local governments to soften upfront costs.

### Solution

Telvista selected the Labor Analytics Group (LAG) for its call center experience and expertise. LAG's proven four-phase process combined unparalleled labor intelligence with expert demographic analysis to find the best possible labor markets to fit Telvista's unique requirements. In addition, the finalist communities offered substantial economic opportunities negotiated with the help of LAG, an untapped pool of highly qualified employees, and attractive real estate options.

The results: Odessa, Texas, 282 miles east of El Paso, and Danville, Virginia, 60 miles north of Research Triangle Park.

### Benefit

Telvista completed the construction of 50,000+ square foot facilities in Odessa, Texas and Danville, Virginia. The company created over 1,200 jobs in the two communities. The labor supply and facilities enabled Telvista to expand its customer base while reducing its labor and operating costs.

As for incentives, Odessa provided an inducement package of more than \$3.8 million, \$2.8 million for 6 acres of land, a build-to-suit facility, and \$1 million in a low interest loan. In return, the community gained 600 jobs that represent an annual payroll of \$10.5 million.

In Danville, the deal created at least 600 jobs, representing the largest local economic development announcement in more than 40 years. In turn, the community provided land for a build-to-suit facility as well as financing for the project that resulted in significantly reduced operating costs for Telvista. The company also signed a 5-year lease with the city at a rate equal to that of a 10-year commitment.