

CASE STUDY



AT&T
LABORPLAN™



CHALLENGE

Quick Facts

- Nevada requirement
- Total employees: 650
- Diversified presence

Analysis to Date:

Longevity: 10 locations
Site Selection: 2 studies
Market Assessment: 4 locations

Services

- LaborPlan™

CBRE Contact:

Jim Trobaugh
Senior Vice President
Labor Analytics Group
T 602.735.5599
F 602.735.5762
jim.trobaugh@cbre.com

- **Site Selection for New Center: Risk and Size Assessment**

AT&T's growth and acquisitions led them to an expansion in the Nevada 650 jobs for their customer service department, but wanted to understand the ability of the labor market to provide the jobs at their targeted wage levels.

SOLUTION

CBRE's Labor Analytics Group's LaborPlan™ model measured the depth of the labor market in Las Vegas, identifying the large and expanding competitive presence. The analysis uncovered growing competition and wage increases in Las Vegas that presented a risk to AT&T for such a large operation. To further examine potential opportunities and strategies in Nevada, AT&T requested further analysis on surrounding suburbs, including Henderson, Summerlin, as well as Reno, Nevada.

RESULTS

Based on the analysis, AT&T announced opening two smaller centers to diversify the risk in each location. AT&T will open one center in Reno, NV employing 300 customer service associates, and one in Las Vegas, NV with 350 associates. By opening two smaller centers, AT&T will be able to reduce recruiting tensions and the risk of not being able to fill the entire capacity of the growth in Las Vegas alone. The multiple centers also offer an opportunity to adjust capacity in either site with labor market fluctuations.

CLIENT TESTIMONIAL

"The CBRE LaborPlan™ model enabled me to make the right decision from a cost perspective and more importantly from an employee capability and retention perspective. The model contained extensive detail regarding the potential employee base and the retention of those employees. The model was specific to the point of directing me to a particular area of the city and suggesting salary ranges, all key factors to establishing a successful call center."

– Bob Damaschino, Director of Corporate Real Estate – AT&T