

*Power's Team Produces
\$338 Million in Added
Value for Top 100 Call
Center Firm*



Challenge

- A major international company specializing in providing outsourcing for inbound and outbound call center services to the insurance, financial services and telecommunications industries looked to expand their call center services in the United States and Canada.

The Solution

- Van Power was given the opportunity to present call center solutions to the CFO and Executive Vice President of the company, where he suggested a search of secondary markets throughout Canada for a suitable space, rather than focusing on major cities like Toronto, Montreal and Vancouver. When the company agreed, Power and his research staff conducted an extensive search within 2 ½ weeks, covering every province in Canada for a 85,000 rsf Call/ Service Center. Based on the findings of this research, the company was able to quickly narrow down the locations, concluding that the first site would be New Brunswick due to the location best achieving the company's call center needs.
- To further expedite the extremely short deadline process, Power worked directly with the provincial government to negotiate a much higher amount in economic incentives, saving the company \$22,193,000 on the transaction.
- The knowledge and experience provided by Power and his team resulted not only in substantial savings to the company, but also brought approximately 750 jobs to an otherwise less lucrative job market, a benefit to the area valued at approximately \$156,000,000.

Due to the success of the New Brunswick project, the company also engaged Van Power in the following projects:

- **12** other call centers in Canada
- Call center in Houston, TX
- Call center in Yuma, AZ
- Call center in Allentown, PA
- Corporate headquarters in Newtown Square, PA

These projects generated in total 7,859 jobs and saved and/or generated \$334,729,552 to the tenant in labor cost savings, or an average of \$27,894,124 per location.