



# Corporate Relocation Trends: Shared Service- Contact Centers- Back Office

Southern Economic Development Council  
Omni CNN Center, Atlanta, GA  
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# Client's Motivation

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## Improve Performance Metrics

- Skill Set
- Facility
- Compensation Structure

Reduce Cost\$

# Flexible Labor

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- Incentive-Driven-Compensation- 30% or higher
- Contract-to-Hire
- Part-time employees



Flexibility Improves Performance

# Real Estate is No Big Deal

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- Except of Parking!
- Tenant's Market
- BPO-CRM: Dry Wall Separation

# Some Common Concerns

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- Hurricane Risk
- Car Bias
- Too small a cluster



Places Too Hot to Handle are Few  
and Far Between

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# The Winning Combo

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Quick Start Up/ Inoculate Culture



# Overlooked Opportunities

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- Statistically Screened Out
  - Dominant Employer

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Prove Consultant Wrong with Documentation  
Disseminate Via State RFI Response  
Direct Economic Development Marketing

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States often limit Benefit

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Some Points to Consider

- Shared Service and Outgoing Call Center are not Equivalent Projects
- Projects often hire folks “rough around the edges”

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