



FOR IMMEDIATE RELEASE:

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DEMAND FOR OUTSOURCED LEVEL 2 TECHNICAL CALL CENTER AGENTS AND SERVICES EXPLODING DUE TO BARRAGE OF TECH PRODUCTS AND ONLINE SERVICES

Caleris, Leader in Rural U.S. Business Process Outsourcing Services, Estimates That Need for Level 2 Technical Call Center Agents Will Double by 2020

DES MOINES, Iowa – (June 28, 2011) – Caleris, a leading business process outsourcing (BPO) provider based in rural America, announced today that the digital age of technology products and online services will double the demand for BPO agents over the next decade. According to Caleris, which employs nearly 350 BPO agents in its three rural Midwest locations, the significant usage of electronics and online services by both consumers and organizations is placing a tremendous demand for BPO agents that are technically skilled and able to remedy complex problems posed by users of those electronics and technologies.

In the industry of tech support, there is a generally agreed upon ranking system of difficulty in support positions – Level 1 being the least complex and Level 3 the most complex. The low cost of off shore hiring for Level 1 tech support jobs, and the increase in use of self help portals, both boost demand for Level 2 support positions, which Caleris specializes in. The increase in online games and services, along with increase in electronic hardware and software as a service, is also causing an increase in the need for Level 2 support. These factors combined will double the number of Level 2 support in the next 10 years.

“Electronics and online services may be making our lives easier, but they’re also making it harder when they don’t operate correctly and require customer support to remedy the situation,” said Rick Grewell, co-founder of Caleris. “Over the next ten years the BPO industry will nearly double the amount of its workforce to handle the growing tide of electronics and technologies that will require technically minded individuals to help support customers of those items.”

Supporting Statistics Currently, nearly 75% of US multinational companies use BPO services to support their businesses. Additionally, 78% of European and US companies plan to use outsourcing services to enhance their business in the future. A report by

analyst firm IDC predicts the US BPO market is going to grow at a compound annual growth rate (CAGR) of 3.3%, reaching \$85.2 billion by 2015.

About Caleris

Headquartered in West Des Moines, Iowa, Caleris operates exclusively from three Iowa customer support centers in the communities of Manning, Jefferson, and Newton. The company specializes in delivering inbound support services including technical support, customer care, corporate helpdesk, product support and Internet helpdesk. Caleris serves clients in varying industries, ranging from consumer electronics manufacturers to insurance companies. In addition to contact services, Caleris provides user-generated content moderation for social media websites. For more information visit www.caleris.com or call 515-331-0560.

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