



No foreign outsourcing -- just a solid work ethic

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A U.S.-based company is breaking the growing trend of outsourcing jobs overseas. OneNewsNow talked with one of the company's founders who is plowing new ground by creating jobs in rural America.

Many people can relate to being frustrated after spending long periods of time with a customer service representative who barely spoke English and did not understand the problem at hand? [Caleris](#), a leading outsourced customer service and technical support company based in Des Moines, Iowa, announced recently that the digital age of technology products and online services will double the demand for agents over the next decade.

Sheldon Ohringer, co-founder of Caleris, explains the company's philosophy.

"We're really selling kind of a U.S., middle of America work ethic -- hard work -- [and] in our world that all leads to first-call resolutions," he says. "Nothing makes most callers more unhappy than to call, get an overseas center, have a very long call, and then feel like they didn't accomplish anything at the end of the call."



Caleris has grown to some 350 customer service agents in its three rural Midwest locations.

"We have about 50 people in a town of 2,000; we have close to a hundred people in a town of 4,000; and we have about 150 people in a town of 15,000," he shares. "In the two smaller cases, we're the largest private employer; and in the other one we're moving fast up the chain -- I think we're a top-five private employer -- and hopefully in a couple of years we'll overtake the other guys."

Ohringer says the increase in online games and services, along with the increase in electronic hardware and software as a service, is contributing for the demand of quality customer-service representatives.



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