



THE NEW ENGLAND COUNCIL

Network Newsletter

A PERIODIC REPORT ON ECONOMIC GROWTH IN NEW ENGLAND

SECOND QUARTER, 2007

From the President

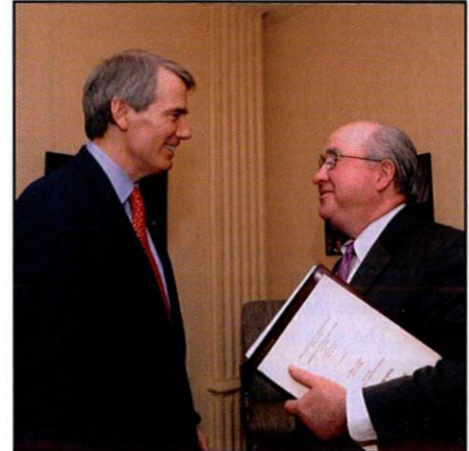
In the coming months, Congress will consider a funding issue that is important not only to our quality of life but also for the development of ideas and the advancement of science: federal support for the National Institutes of Health (NIH).

For the first time in three decades, federal funding for the National Institutes of Health (NIH) was cut in 2006. This reduction, in addition to level funding in 2004 and 2005, not only places the development of life-saving scientific breakthroughs in peril but also has a detrimental impact on economies dependent on innovation – such as New England's.

While Congress agreed in its budget resolution that NIH funding should be increased in FY 2008, Congressman Edward Markey (D-MA) and other House members proposed that funding for NIH be increased by

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Annual D.C. Meeting Sets Record



U.S. Secretary of Labor Elaine Chao addressed the Council. In the photo to the right: at the White House, Rob Portman, Director, Office of Budget and Management, is greeted by Tom Rath, Principal, The Rath Group, and Chair of the Council's Board of Directors.

Record attendance marked the Council's annual Washington, D.C. meeting which featured a White House Briefing, Capitol Hill Reception and Congressional Breakfast, with speakers Senator John Sununu, Congressman Martin Meehan and Congressman Stephen Lynch. See more pictures, pages 12-13.

Marine Economy Focus of New Council Initiative

Co-Sponsored Program Launch With Roger Williams University in R.I.



The Honorable Leon Panetta discussed the state of the oceans.

Bristol, R.I. – More than 200 people gathered at Roger Williams University this spring to discuss ways of enhancing one of New England's most important resources: its relationship to the sea. Roger Williams University joined The New England Council in organizing "Promoting New England's Marine Economy: Challenges and Opportunities," a day-long conference

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"New Englander of the Year" Awards Announced

The Council's Board of Directors unanimously voted to present the 2007 "New Englander of the Year" awards to: Congressman Barney Frank (D-MA), Peter Meade, Executive Vice President, Corporate Affairs, Blue Cross Blue Shield of Massachusetts, and James Wright, President, Dartmouth College. The awards will be presented at the Council's Annual Dinner on October 1 at the Boston

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Council Member Profile:

CaLLogix Harnesses New England Talent for Customer Service

By Susan Asci

When Berklee College of Music sought assistance in managing calls for admissions and scholarships, they turned to CaLLogix. When KeyPoint Credit Union needed to create a virtual branch to serve members worldwide, they turned to CaLLogix.

From financial services to healthcare and retail, companies across all industries needing reliable, customer service, 24 hours a day, 365 days a year are looking for cost-effective call center services. Many are turning to New Hampshire-based CaLLogix.

CaLLogix is a customer contact and business processing operation. "We have been in business for more than 20 years, providing programs for companies requiring "high-touch," quality contact services including phone, email, fax, business processing solutions, at costs that are typically 30-35 percent less than what most internal call centers cost," said Larry Heimlich, Vice President, Sales and Marketing.

The company began as a local telephone answering business, taking messages for physicians, electricians and schools. It evolved into a broader operation with a client list of many large national companies including The Washington Post, Children's Hospital, IBM, Ameriprise, The New England Patriots, The Danbury Mint and many others.

Today, CaLLogix supports more than 1,500 clients and conducts more than two and a half million customer calls per year. They employ some 250 people at call centers based in Manchester and Bedford, New Hampshire. The centers operate 24 hours per day, 365 days per year.

"We can improve our clients' competitiveness through cost-effective offering of customer services," Heimlich said. "We customize programs to meet client expectations and service levels. We represent a lower cost local alternative for urban/suburban based organizations who are trying to minimize the costs of providing services without going "off-shore" to foreign companies. Customer service is our only business and we are singularly focused on providing quality contact services in a number of industries, including consumer, healthcare, benefits and financial services. Our clients use us to complement existing programs or to replace in-house ones."

Services are developed to integrate with the client's software or CaLLogix staff



Larry Heimlich
Vice President, Sales and Marketing

can develop software for specialized applications. They facilitate clients' use of their web sites when users have additional questions or are reluctant to enter sensitive information, such as their credit card numbers. Services can also be provided in a multi-lingual setting.

"We don't have one standard solution. We are small enough to craft a solution around what the client's requirements are," Heimlich said.

Services can be as basic as answering the phone or more complex. Working with KeyPoint Credit Union, from Santa Clara, California, Heimlich said, grew into the creation of a virtual cashless branch as their members are worldwide and need to be able to contact the credit union 24 hours a day. The staff handles more than 100 different types of banking transactions for the credit union including loan applications.

"This was important for them to grow their business. Many of their members are employees of companies like Apple, Intel, Google and Cisco. They, themselves, work in round-the-clock environments or travel worldwide," Heimlich explained. "The internet economy has also fueled the demand for instant access in all areas of banking. Having round-the-clock service helps to compete against the larger national banks and lending institutions."

As the business climate has evolved with new technologies, more people are linked to their work seven days a week. With the increased reliance on cell phones and other data devices, the demand for attention to business can extend well beyond the regular work day. As a result, customers may be looking for more 24/7 access to businesses.

"To succeed in today's highly competitive global business environment, it's essential that your company is available to your customers 24 hours a day, 365 days a year. That's where we come in," Heimlich explained. "Because of this revolution, we all want everything immediately."

He added that CaLLogix's customers demand high levels of customer satisfaction. "There is a large cost associated with losing a customer. Gaining new ones is very expensive. If a customer is not treated right, they will go elsewhere," he said. "Our only business is customer service, which means helping our customers gain and maintain their customers."

Heimlich said CaLLogix provides extensive training for its employees. Staff members undergo basic customer service training as well as product training specific to clients. They are also trained in up-selling and cross-selling products so they not only are providing service, but where appropriate, help promote new products. This ability to sell is beginning to turn call centers from cost centers into profit centers in many industries. They also have a quality assurance department which records all calls and scores customer service representatives on a weekly basis.

"The training and quality we provide has been very important in the long-term retention of our clients. Corporations are fearful of losing customers," he said. "Most of our clients aren't focused on the length of a call. They are more interested in relationship-building and customer loyalty."

Heimlich said New England is also home to a skilled talent pool. The nature of their business allows them to offer flexible hours and shifts, which many workers are looking for in the current market. He said they expect to grow to 300 employees by the end of the year.

CaLLogix is also committed to giving back to the community. Following Hurricane Katrina, they were asked by the American Red Cross to assist in managing phone calls for families looking for other family members. In addition to locating people, they also served as a resource telling people where they could go for shelter and support. They had some 50 representatives working for several weeks and handled more than 80,000 phone calls. "We were nominated for a Humanitarian Award by SBANE as a result of that effort. We were one of the four finalists," Heimlich said.

For more information, the company is on the web, www.CaLLogix.net.