



Shane Miller, president of Call Centers 24X7, in Port Angeles, Washington, has taken an innovative approach to providing technology-based business services. Shane believes that by integrating Web hosting and other Web-based business tools with traditional call center services, his company can support the entire spectrum of business processes, from managing documents to e-commerce solutions. This comprehensive approach to business needs is a new model and, according to Shane, the cutting edge of locally outsourced services. As he explains, "It's definitely a paradigm change to look at Web services as a part of call center services, but it's one that I think makes a great deal of sense, especially for e-commerce websites."

Shane's business offers solutions to common client problems, such as the need for data back up. Most computer users know they should back up documents every day to prevent data loss in a system failure. Unfortunately, most busy users still don't perform that task on a daily basis. Call Centers 24X7 technicians not only perform that back up chore, but archive the documents in a Web-based platform, which makes them easier to use and share across distances. With this solution, a client solves a basic business problem, enhances business efficiency and increases productivity. As Shane says, "Every service we offer is Web-enabled. The public access part of a business website is just one small part of that business solution. We can provide the client with all kinds of other business tools that are built right into that website."

Shane decided early on to build flexible and innovative workforce options into his business plan. Call Centers 24X7 has a core of call center representatives at the company headquarters, supplemented by a team of home-based representatives using proprietary Call Centers 24X7 software. The end result from a client's perspective is a seamless level of service, whether the caller reaches the company headquarters or a home-based company representative.

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- Shane Miller
President, Call Centers 24X7

For Shane, starting his company on the Olympic Peninsula was both a personal and business decision. During Shane's childhood, his military family traveled extensively, ultimately settling in Port Angeles, where he graduated from high school. After some business traveling of his own, Shane returned to Port Angeles and reunited with family and friends. From a business perspective, he believes his suite of services has potentially greater value for rural businesses than for those in more established and urban markets. As Shane sees it, rural businesses have a real need for comprehensive technical and business solutions that are targeted to their unique needs. He's happy with his choice of locations. He says, "There are some very positive things about operating a business in this area. The fiber connectivity infrastructure here is outstanding; there is a superior quality of life and lower costs of doing business. Our business model calls for a distributed rural workforce and the skills here are a good match for our business development."

The future for Call Centers 24X7 includes expansion into other rural communities. Shane is exploring new locations and weighing the variables: community interest, availability of labor, technology infrastructure, political concerns, cost, and most importantly, community interest. For Shane, his company's services go far beyond technology products. He explains, "The services we provide are closely tied to the development of a client's basic business processes. We help clients get a firm footing in their own business processes, so they are then able to integrate our products effectively. In that way, we actually become a client's business consultant."