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**NEW CALL CENTER.** Sen. Mar Roxas (third from left) and Quezon City Mayor Feliciano Belmonte (second from right) try out one of the call center work stations during the inauguration of TELUS at the Araneta Center in Quezon City. Looking on are Eng Boon Lau (left), chairman of TELUS International; Paul Egger (second from left), SVP, TELLUS International Philippines; and Javier Infante (right), president and CEO, TELUS International.

*OC - Call Centers*

# TELUS remains bullish in the Philippines opens new site

Despite the global economic meltdown, outsourcing company TELUS International Philippines opened last Thursday its fourth site located inside the Araneta Center Cyber Park in Quezon City. The company remains bullish in expanding its business in the country with the opening of its new center, in addition to its sites in Bonifacio Global City, Taguig and Ortigas Center, Pasig.

"Opening our fourth site here is a strong indicator on how positive our outlook is in the outsourcing business in the Philippines," said TELUS President Jeffrey Puritt. "Unlike other centers which originated in other countries like the United States, TELUS is a Philippine company going global. We recently opened our new site in Las Vegas, Nevada and in late 2008, we were able to close a deal with outsourcing company Transactel to gain footprint in Latin America specifically in Guatemala, El Salvador and Panama," Puritt added. Senator Mar Roxas who graced the event said "We are very happy to see companies like TELUS who continue to believe in the talents and capabilities of the Filipinos by

investing here in the Philippines." The newly-opened TELUS House can accommodate 3,000 to 3,500 seats, has state-of-the-art facilities, a fully redundant network connection and fitness/recreation center for its employees. The opening was also graced by Quezon City Mayor Sonny Belmonte, Canadian Ambassador to the Philippines

Rober Desjardines, Commission of Information and Communications Technology (CICT) Secretary Ray Anthony Roxas Chua and TELUS International Philippine executive team led by President and CEO Javier Infante, SVP for Contact Center Operations Paul Egger and TELUS International Chairman Eng Boon Lau.

TELUS International Philippines Inc. is one of the leading outsourcing companies in the country serving Fortune 500 companies in the telecommunications, utilities, financial services, consumer electronics, technology and marketing services sectors. It is a subsidiary of TELUS Communications, the largest telecommunications provider in Western Canada with \$9.5 billion (CAD) of annual revenue and 11.5 million customer connections.

L-R: TELUS Int'l Phils. SVP Paul Egger; Senator Mar Roxas and QC Mayor Sonny Belmonte



(L-R): TELUS International President Jeffrey Puritt, Quezon City Mayor Sonny Belmonte, Senator Mar Roxas, TELUS International Philippines President & CEO Javier Infante.



JEFFREY PURITT

JAVIER INFANTE

DC - Call Center

## Quezon City eyes vibrant BPO industry

Despite the economic slump, the Quezon City government is still keen on producing potential manpower for the business processing outsourcing (BPO) industry.

This was evident with the launching of the second phase of a six-week free call center training program for underprivileged QC residents at the Central Colleges of the Philippines in Sta. Mesa as the city government mounts a continuing effort to provide a constant pool talents in the outsourcing sector.

"The city government would like to take advantage of the situation on a positive note," said Manuel Sabalza, assistant city administrator for operations and chairman of the QC Information and Communication Technology / Business Process Outsourcing task force.

About 1,000 call center agents are needed right away by BPO locators in Quezon City, Sabalza said.

Todate, the city-initiated call center competency course has already benefited 140 qualified city residents since its launching in September this year.

Beneficiaries were awarded scholarships amount-

ing to P15,000 to cover payment for the training program, which also provides participants with free meals and transportation allowance.

Of the 70 city residents trained in the first batch, at least half have already been provided BPO career-related jobs in Sitel, Cipher, Sykes, NCO, Teletech, E-PLDT Ventures and PNI.

In the next two years, the city government hopes to produce manpower for the outsourcing and off-shoring sectors.

From a pioneering cyberpark in Eastwood City, Quezon City now has 28 ICT parks registered with the Philippine Economic Zone Authority (PEZA), the biggest of which so far, is the 38-hectare UP Science and Technology Park along Commonwealth Avenue.

Over the past few years, the Philippines has established itself as one of the top countries in the BPO industry, together with India and Canada. In 2007, the Philippines was named best outsourcing destination by the National Outsourcing Association of the Philippines.

## 70 persons awarded call center scholarships

At least 70 persons belonging to low-income families in Quezon City have been awarded scholarships for a 320-hour free call center competency course at the Central Colleges of the Philippines (CCP) on Aurora Boulevard.

Manuel Sabalza, assistant city administrator for operations and concurrent chair of the QC Information and Communication Technology/Business Process Outsourcing (ICTBPO) task

force, said the scholarship covers payment for the training program, which also provide recipients free meals and transportation allowance.

Also, some 50 residents from different villages in District 1 have started a series of weekend Seminar on Call Center Course at the San Antonio Barangay "Doray" Delarmente and the I-Hunt, a call center specialist outfit.

Councilor Delarmente said after the session,

the I-Hunt firm will look for employers of successful participants.

Sabalza and Delarmente urged participants to take advantage of the program "and be part of an industry that is geometrically growing."

A study by the Quezon City ICT Council showed about 5 of 100 applicants to Business Process Outsourcing (BPO) career-related jobs get hired outright while a similar number are near-hired.

In the year 2010, the city government hopes to produce at least 20,000 potential manpower for the outsourcing and offshoring sectors.

Meantime, the Business Process-

ing Association of the Philippines predicted that the manpower demand for the outsourcing and off-shoring sectors is likely to reach the one million mark for the period 2008-2010.

Over the past few years, the Philippines has established itself as one of the top countries in the call center industry, together with India and Canada. Last year, the Philippines was named best outsourcing destination by the National Outsourcing Association of the Philippines.

In addition to call center training program, the Quezon City ICT/BPO task force has plans to offer separate training programs on medical transcription and back office processing. (Sel Baysa)

## Philips opens support center for Asian customers in Quezon City

Delivering on its commitment of offering products to improve people's lives, Philips Electronics and Lighting, Inc., recently inaugurated its Customer Care Center in Quezon City.

Through customer care hotlines, Philips now provides local customers with world class customer service and technical expertise. Staffed by representatives specially trained by Philips experts from Europe and other parts of the region, Philips' Customer Care Center is set up to follow the company's promise of Sense and Simplicity.

"The birth of Philips Consumer Care Center is another milestone for us as we once again fulfilled our promise to our consumers. This additional service is truly a manifestation of what our company is all about. Putting to heart our three pillars - designed around you, easy to experience and advanced - for us, it's all about you, our customers," says Rico Gonzales, CEO of Philips Electronics and Lighting, Inc. and General Manager of Philips Consumer Lifestyle.

With the launch of the Philips Customer Care Center, this milestone shows that Philips is serious about keeping its consumers' needs on top-of-mind and ensures that they are the reason why Philips continuously create and innovate its products and services to serve its one of a kind Filipino consumer.

The Philips Customer Care Center will initially service the Philippines, Malaysia and Singapore but will expand its operations to serve several other Asia Pacific countries very soon.

"We are delighted that the Philips International Sales Organization has chosen the Philippines to be the center of Consumer Care in ASEAN," enthuses Gonzales. "This just validates the Filipinos' competence and excellence in communications, as well as our inherent warmth and hospitality. I believe that these qualities make us the world's best customer care providers.

The Dutch global electronics giant partnered with the internationally-acclaimed PCCW Teleservices, who has established a presence in the Philippines via a partnership with a local contact center partner, IP-Contact Center Outsourcing Inc. (IPCCO), to ensure the realization of this service. PCCW Teleservices, a subsidiary of PCCW Limited, is the leading provider of customer contact management and customer relationship management (CRM) services and solutions in Asia Pacific. PCCW Teleservices's internationally-recognized operational excellence via proprietary processes, procedures and support systems based on world-class standards is replicated in the Philips Customer Care Center.

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The Philippine STAR

MONDAY, MAY 26, 2008



**QUEZON CITY CALL CENTER:** Quezon City Mayor Feliciano Belmonte Jr. leads city officials during the groundbreaking ceremony of the four-story call center Telus International Philippines at the Araneta Center in Cubao. Also shown are Paul Egger, Telus International Philippines senior vice president for operations; Javier Infante, chief executive officer; and Rene dela Cruz, chief operating officer of Araneta Center.



**PRESIDENT Macapagal-Arroyo, Quezon city Mayor Sonny Belmonte, and Dell vice president Dick Hunter cheer the opening of Dell's customer support center at the Eastwood Cyberpark in Quezon City.**

# Dell Inc. opens second contact center in RP

## Quezon City hub will employ 1,200 people

By Riza T. Olchondra

DELL PHILIPPINES, THE LOCAL contact center of US computer maker Dell Inc., opened on Thursday its second hub in the country at the Eastwood Cyberpark in Libis, Quezon City.

The new site will further boost Dell's customer contact network, which includes more than 25 locations worldwide.

The success of the company's first hub at the Mall of Asia in Pasay City apparently prompted Dell to open the second center.

In the Asia Pacific region, Dell maintains direct sales operations in Australia, Brunei, China, Hong Kong, India, Japan, Macau, Malaysia, New Zealand, Singapore, South Korea,

Taiwan and Thailand.

The company has manufacturing operations in Penang, Malaysia, and China for customers in the region. Technical support for customers in the region is provided by contact centers in the Philippines, China and Malaysia.

Dell has started recruiting people for its Quezon City site, which will have a workforce of 1,200.

Company officials declined to discuss details of its investments in the second contact center. Trade Secretary Peter Favila, however, was earlier quoted in reports as saying that Dell had invested P466 million in the second call center site.

Dell reportedly invested P366 million last year for its first customer

support facility in Manila, whose workforce has already grown from 100 in January 2006 to about 1,400 at present.

Dell Philippines Quezon City site manager Susheel Bhasin said that based on the performance of the company's site in Pasay City, there was demand for its services.

"Dell is growing and we will continue to provide technical support to our global network," Bhasin said when asked about the firm's expansion plans.

He said that while the company was always on the lookout for new opportunities, it had no expansion plans outside of Manila for the near future.

"We will decide as we go along," he said.

DC -  
Call Centers  
EC

## QC likely to benefit from demand for call center workers, says Inton

Quezon City Council Majority Floor Leader Ariel Inton said yesterday Quezon City stands to benefit more in the demand for 2-million call center workers by 2010.

This claim was made in the wake of reports that 2 million jobs from call centers will be generated up to year 2010.

"Quezon City has attracted many call centers and business process outsourcing (BPO) to locate their operations in the city" Inton said.

He said the main factor considered by call centers and BPO to do business in Quezon City is the favorable business environment that was started by Quezon City Mayor Feliciano

Belmonte.

"Mayor Belmonte has realized early on the vast potentials of call centers and BPO in Quezon City and what we are reaping today is a product of

his sound business police being implemented in the city," Inton said.

More call centers have expressed confidence in the city's capability to sustain

conducive business climate. (Rico C. Navarro)

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# COMMUNITY

## QC dad pushes call center training

A resolution urging the Polytechnic University of Quezon City (PUQC) to include training for call center in its courses in information and communication technology (ICT) was recently filed before the city council.

In his resolution, district 2 Councilor **Winston Castelo** stressed the need for such measure, saying the emergence of ICT calls for the establishments of call centers not only in Quezon City but all over the country.

Presently declared as the ICT capital of the Philippines, Quezon City, under the leadership of Mayor **Feliciano Belmonte**, is cognizant of the importance of information technology as one of the major factors for accelerating social and economic development, he said.

Last year, PUQC, a public school funded by the Quezon City government, started offering new courses including Bachelor of Science in Information and Communication Technology. It has two campuses, one in San Francisco and another in San Bartolome.

"The city government has resolved to fully implement a program that will optimize the utilization of information and communication technology and its facilities," Castelo said.

Once approved, the resolution is expected to further boost the call center industry which is currently providing employment to many Filipinos, he added.

# News

MANILA BULLETIN

Monday, March 13, 2006

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## *Call center training pushed*

A resolution urging the Polytechnic University of Quezon City (PUQC) to include call center training in its courses in Information and Communications Technology (ICT) was recently filed before the Quezon City Council.

In his resolution, Quezon City District 2 Councilor Winston "Winnie" Castelo stressed the need for the training, citing the emergence of calls for the establishment of call centers not only in Quezon City but all over the country.

Dubbed as the "ICT Capital of the Philippines," Quezon City, under the leadership of Quezon City Mayor Feliciano Belmonte Jr., is cognizant of the importance of information technology as one of the major factors for accelerating social and economic development, he said.

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**LOCAL HISTORY**

## Call centers get big boost from QC gov't

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Once approved, the resolution is expected to further boost the call center industry, which is currently providing employment to many Filipinos, he added.



Quezon City Mayor Feliciano Belmonte Jr. receives from Robert Dawson, principal director of Asian Development Bank's office of administrative services, one of 30 brand new laptops to be donated to the E. Rodriguez Jr. High School following its selection as the country's first mobile Internet laboratory. Some 3,500 students enrolled at the school stand to benefit from the donation. Looking on are city schools division superintendent Dr. Victoria Fuentes (second from right), school principal Dr. Maria Noemi Moncada and John Aloysius Bernas (left), director of Project GILAS, a multi-sectoral initiative aimed at providing Internet access to students and basic Internet literacy programs to the country's different public secondary schools. Also in photo are Council majority floorleader Ariel Inton Jr. and representatives of the different partner agencies of Project GILAS, which stands for Gear Up Internet Literacy and Access for Students.

JOEY VIDUYA

## Convergys expands to Quezon City

EXPANDING its Philippine operations, Convergys Corp., the world's largest provider of outsourced customer care services, has just brought an array of new jobs to one the country's most affluent cities. Convergys, which reported \$2.5 billion in revenues for 2004, has strategically built its seventh integrated contact center in the light commercial district of Quezon City.

Located along Commonwealth Avenue, the new Convergys contact center is perhaps the closest to residential areas of all its facilities in the Philippines. Other contact centers in the Philippines have typically been centered in mixed-use economic zones. Convergys chose Commonwealth Avenue to bring the work closer to its employees.

"Convergys prides itself on outthinking and outdoing on behalf of its clients every day. With the opening of this new facility, which is conveniently located for many of our employees, Convergys shows that we are outthinking and outdoing on behalf of our valued workforce, too," said Marife Zamora, vice president and country manager for Convergys' customer management group in the Philippines.

Convergys' new integrated contact center on Commonwealth Avenue can accommodate up to 1,500 agents and is equipped with nearly 600 production stations boasting the latest customer care technologies to serve clients 24/7 in a diverse range of industries. It is also immediately accessible to some 47 residential villages and

subdivisions. About 64 percent of the center's current employees are Quezon City residents, some of whom are even within walking distance from their jobs.

Commonwealth Avenue stretches to schools and universities and links the city to Rizal province, further expanding job prospects for the area. With access to all public transport vehicles from the center, Convergys employees are afforded greater travel convenience.

The Convergys Commonwealth center is expected to enliven commercial operations along this stretch of Quezon City. The build-to-suit facility already offers several fast-food establishments and other commercial businesses, attracting both clients and prospective Convergys employees to the site.

Its integrated contact center on Commonwealth Avenue offers several amenities for its own employees such as free parking, pantry area with cable television, vending machines, 24/7 food concessionaire, cyber desk area, staff lounge, choice of fast-food establishments and convenience stores as well as a banking facility within the building. Added to the distinction of working for an employer that has been named a "Fortune's Most Admired Company" for five years running, Convergys offers its Philippine-based employees a career path to follow and the same prospects for advancement as their international counterparts. Like other Convergys contact centers globally, management positions are held by the local team.

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call center

October 10, 2005

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# A new home for Convergys



**CONVERGYS COMMONWEALTH CENTER OPENING:** Convergys Corp. has built its seventh integrated contact center in Quezon City. It is also immediately accessible to some 47 residential villages and subdivisions. About 64 percent of the center's current employees are Quezon City residents, some of whom are even within walking distance from their jobs. Looking over a Convergys agent's station are (from left) Convergys vice-president and country manager for Customer Management Group in the Philippines Marife Zamora, Quezon City Councilor Ariel Inton, Mayor Sonny Belmonte, Convergys GM for Offshore Operations Dennis Ross (partly hidden) and Sen. Mar Roxas.

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T. J. C. Program

Most of the call centers operating in the country today are in commercial and financial districts because businesses are located in these sites. But Convergys Corp., America's largest business process outsourcing (BPO) company chose to locate its newest center along Commonwealth Avenue, near Fairview, because most of the employees are residents of Quezon City and leading educational institutions are located in that area.

This was stressed by Convergys vice-president and country manager for Customer Management Group in the Philippines Marife Zamora even as she said that other centers to be put up in the future will have a combination of factors like bringing the company closer to the residences of its labor pool or proximity to learning centers where future tie-ups can be made easier.

Convergys formally opened its new center last Sept. 27 but the Convergys building on Commonwealth Avenue has been operating since March—mostly recruiting and training agents who will be manning the center on a 24-hour basis. This makes Convergys the first call center locator in the area.

Convergys general manager for Offshore Operations Dennis Ross said the Philippines is fast becoming the company's largest operations outside of the US with easily 34,000 employees.

Convergys set up shop only in 2003 from 800 people manning two centers to 6,200 employees in all seven centers. By contrast its operations in India cover 4,600 agent seats (with actual employees of 9,300) in three operating stations which are located two kilometers from each other. In China, Convergys has seven operating sites.

Ross said despite the rapid

#### By ROSE DE LA CRUZ

growth of call centers worldwide, "there is still a large market out there waiting to be served." He added that for as long as there is a stable supply of highly trainable and skilled people, like in the Philippines, there is no way but for call center operators, like Convergys, to keep expanding.

Ross said that the average investment of Convergys per call center is \$5 million, the bulk of which is in land and equipment.

While most call center operators in the country usually "pirate" workers from other call centers, Convergys depends to a large extent on its partnerships with educational institutions to supply the labor requirements of the company.

"We also have entered into a partnership with the Department of Education (DepEd) where we would be training secondary public school teachers on English proficiency skills to upgrade their communication skills in teaching students," Ross said adding that at times, "the teachers may end up being the applicants in our company."

Zamora said the decision to offer the oral communication skills course was arrived at after the company—like most call center operators—found difficulty getting the highly qualified English proficient agents to man the centers.

To date, Convergys has trained and "graduated" 500 secondary public school teachers in this special course, Zamora said.

Ross said Convergys plans to put up in the near future four other centers in Metro Manila and Metro Cebu—"because these places have a steady supply of manpower."

He also takes pride in the fact that agents have better career

path in Convergys since "our company recently assigned a Filipina senior manager to Jacksonville, Florida as director for global training."

"We also exported five talented agents belonging to the Red Hat Team to India for two months to undergo further training so they can be assigned in other Convergys sites," Ross said.

Companies from 60 countries speaking 30 languages depend on Convergys in managing the increasing complexity and cost of caring of their customers and employees. "Our clients are the world's leading companies in industries, communications, financial services, technology and consumer products," Ross said.

Convergys is the top provider of wireless billing services in the US (which accounts for over a third of wireless calls). It is also the number one provider of cable telephony billing in the world as well as one of the biggest in outsourced customer services with 36,000 workstations in the web-enabled, multichannel contact centers worldwide.

Among the recognitions received by the company are Fortune's "Most Admired Companies" for five consecutive years; Calvert Social Index for corporate social responsibility; Business Week Global 1000; CRM 2005 Service Leader Award; Customer Inter@ction Solutions Inbound Agency for 5 consecutive years; IP Contact Center Pioneer 2003 Gold MVP Award 2005; Telestrategies best overall company and Billing IT Telecom International Forum for best product.

In 2004 revenues reached \$2.5 billion with operating income of \$185.5 million for the same year.

At the recent opening of Convergys' new home in Quezon City, QC Mayor Sonny Belmonte thanked Convergys

Corp. for its confidence in the growth potential of Quezon City and "believing in our people and the city's learning institutions, which would serve as a ready supplier of the skilled people needed by your operations."

Belmonte said he sees the transformation of Commonwealth Avenue into a "high class area in the near future because wherever Convergys goes, others follow immediately."

"I give you the city government's 101 percent support in whatever you need in terms of infrastructure, roads and even peace and order," Belmonte assured Convergys.

Convergys currently has seven production centers in the country namely: three in Makati (PBCom Tower, Enterprise Center, Insular Life Bldg); one in

Ortigas Center; one in Robinson's Equitable building and one in Cebu City and in the newly-opened Commonwealth Avenue.

Of the 1,500 agent seats at Convergys Commonwealth, the bulk or 64 percent are residents of Quezon City, Belmonte said.

Convergys Commonwealth is equipped with nearly 600 production stations boasting the latest customer care technologies to serve clients 24/7 in a diverse range of industries.

Belmonte said with "building situation getting more tight in other places in Metro Manila, call centers will naturally locate themselves in Quezon City where there are still lots of lands to build upon."

Senator Mar Roxas said the call center industry in the Philippines has multiplied eight times

generating employment for around 96,000 people since 2003.

"There is no difficulty in recruitment but in achieving successful recruitment and this is now being addressed by the educational system which is coming up with special modules in their curricula precisely to address the needs of the call center industry," Roxas said.

According to the Gartner Group's recent survey, the global call center industry employs five million people of which 96,000 are in the Philippines. "The number is growing with the call center operators expanding their businesses in the Philippines," he said.

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**LOCAL HISTORY**

## **QC eyed as call center hub of Asia**

Some 2,000 job openings in telecommunications and computer technology in a changing society have been made available to Quezon City youths under a joint collaborative effort of the government and the private sector.

The joint effort, which earns for QC the reputation as "call center hub of Asia," is being exerted by E-Telecare Global Solutions, one of the leading call centers in the Philippines and Asia, and the Office of Councilor Dante M. De Guzman, First Assistant Majority Floor Leader of the QC Council and Deputy Secretary General for the National Capital Region (NCR) of the Philippine Chamber of Commerce and Industry (PCCI).

E-Telecare and De Guzman, one of the youngest and resourceful members of the QC Council, combined their technical expertise and community networks to open job opportunities for QC youths who are accorded a chance to develop their abilities and talents in the field of telecommunication and computer technology.

Their combined expertise and technical know-how simplified the procedure in the admission of qualified personnel to call center jobs. The process, which used to be expensive and tedious, has become easy. In fact, qualified applicants are hired on the spot during the job fair conducted by E-Telecare and the Office of De Guzman.

Wilkins Tan, Metro Manila Site Quality Manager of e-Telecare, said that those hired for call center jobs receive generous compensation plus extensive and continuing training in the field of telecommunications.



## QC growth area welcomes call center

By PERSEUES ECHEMINADA

Quezon City Mayor Feliciano Belmonte Jr. and Sen. Mar Roxas welcomed yesterday the world's largest provider of outsourced customer care service as it opened a branch on Commonwealth Avenue, the second major call center to open in the city in the last two months.

Belmonte thanked Convergys Corp. for its confidence in the growth potential of Quezon City and "believing in our people and the city's learning institutions, which would serve as a ready supplier of the skilled people needed by your operations."

At the launching of the seventh call center of Convergys, the mayor said he sees the transformation of Commonwealth Avenue into a "high class area in the near future because wherever Convergys goes, others follow immediately."

"I give you the city government's 101 percent support in whatever you need in terms of infrastructure, roads and peace and order," the mayor assured company officials.

Belmonte said he was pleased with the idea of the company in locating its operation in Quezon City,

Quezon City Mayor Feliciano Belmonte Jr. and Sen. Mar Roxas join a Convergys employee at a workstation during the opening of the call center's branch on Commonwealth Avenue yesterday. Looking on is Convergys general manager Dennis Ross.

BOY SANTOS



where easily 64 percent of its workforce will be coming from.

Convergys Commonwealth has 1,500 agent seats and is equipped with nearly 600 production stations, boasting the latest customer care technologies to serve clients 24/7 in a diverse range of industries.

Belmonte said with "building situation getting more tight in other places in Metro Manila, call centers will naturally locate themselves in Quezon City where there are still lots of lands to build upon."

Convergys has also offered weekend oral communications seminars for public high schools teachers in Quezon City.

Top Convergys officials led by Timothy Diaz de Rivera, director general of the computer center; Dennis Ross, general manager for offshore operations; and Marife Zamora, vice president and country manager; joined Belmonte Roxas and council majority leader Ariel Inton in the opening ceremonies.

In August, US based Teletech opened its 67th customer service center in Novaliches.

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