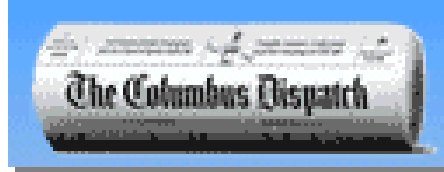


## ***For Immediate Release***

As seen in the



## **Influent happily growing in Dublin**

*Saturday, July 15, 2006*

**By Adam Sichko**  
*THE COLUMBUS DISPATCH*

Given the options of expanding in the Philippines, where labor is cheaper, or Panama, where fluent bilingual speakers are more readily available, Influent Inc. chose neither.

Apparently, there's no place like Dublin for the growing telemarketing company, even though Influent has a presence in the Philippines and Panama.

Influent recently opened a quality-control center at 6175C Shamrock Court in Dublin, less than 3 miles from the corporate offices at 565 Metro Place S.

The company places sales and telemarketing calls for its clients, who include some of the nation's largest financial-services and insurance companies. Customers include insurance company Mutual of Omaha and Pitney Bowes, a business-services provider.

Influent's quality center monitors all calls that result in a business transaction, such as a sale. Those calls may be placed from its operations overseas or other locations in Ohio and the U.S. Staffers follow up with customers after the sale and review transactions for quality and accuracy before passing that information along to Influent's client, said Hayley Savage, senior vice president for sales and marketing.

"You can call them auditors" she said. "It's the same function."

Influent came to central Ohio from Nebraska in 1998 when its owner wanted to move to a larger city, Savage said. Five years later, it moved from Downtown to Dublin, drawn by incentives, she said. The company wants to add 40 jobs at the quality center by 2010, almost doubling the current staff there. About 100 people work at Influent's corporate office in Dublin, and 850 workers operate call centers in the Ohio cities of Tiffin, Marietta and New Philadelphia.

"All you hear now is people being in India, the Philippines and all these other countries, but companies are saying, 'It's nice that you're right here in our backyard,'" Savage said.

A \$35,000 incentive from Dublin didn't hurt. The money covered the cost of the technical work to connect the quality center and corporate office, but Influent had to make job growth commitments to get the funding, according to Dublin's economic development office.

"I'm sure it's more costly in the long run (to stay in Dublin), but we felt very committed to Ohio," Savage said. "When it came down to it, we wanted direct immediacy and oversight, being able to feel it and touch it. Clients like that."

### **About Influent**

Influent provides a suite of inbound, outbound, customer care and business process outsourcing solutions to a wide range of *Fortune 500* firms and other industry leading companies. Privately held and based in Dublin, Ohio, Influent has ten company-owned domestic, near shore and offshore customer contact centers with over 1,000 workstations, employing over 2,000 employees worldwide. To learn more about Influent contact Hayley Savage at 614.280.1600 via email at [Hayley@influentinc.com](mailto:Hayley@influentinc.com) or visit [www.influentinc.com](http://www.influentinc.com).

### **About the Columbus Dispatch**

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