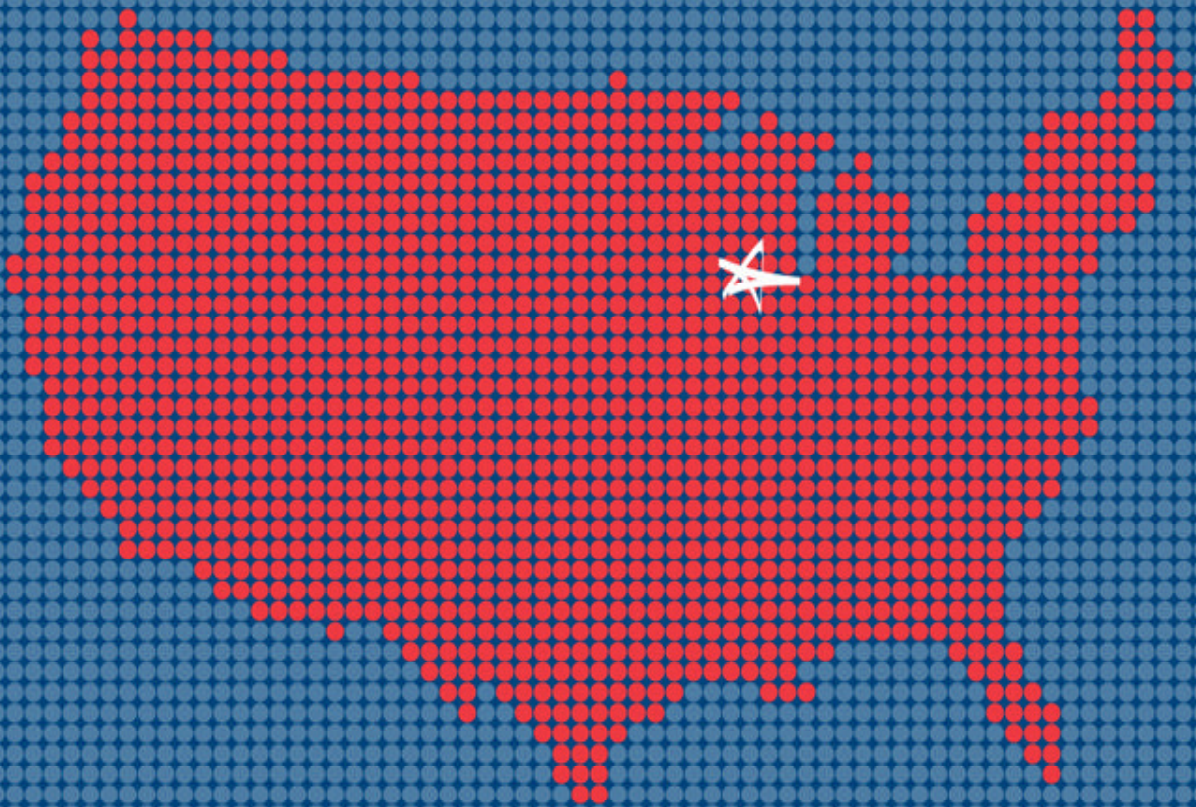


# Back Office/Call Center Analysis

Prepared by Carter Burgess  
June, 2007



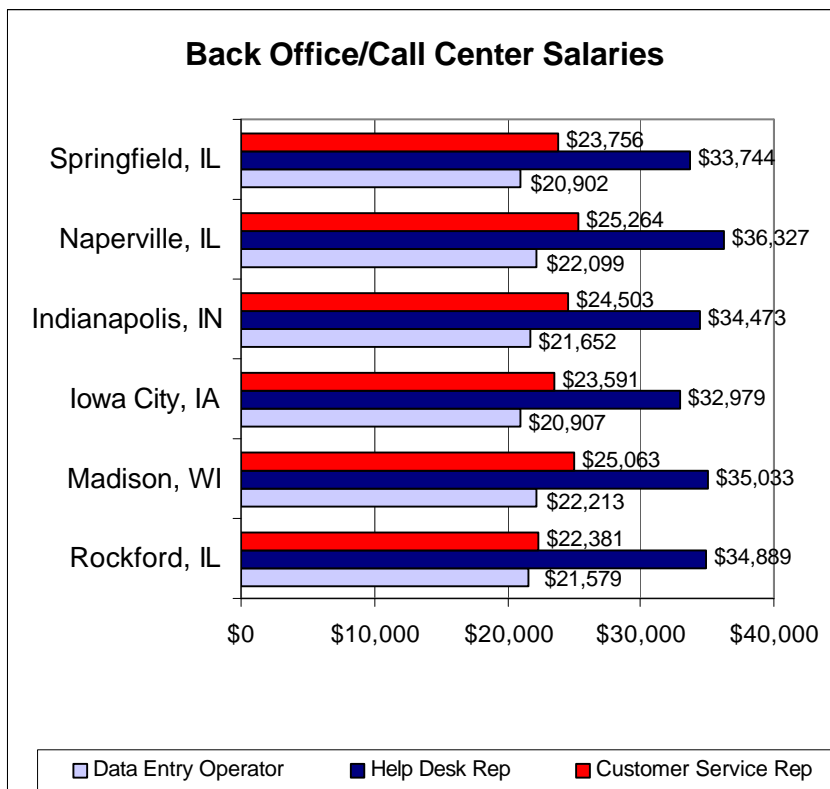
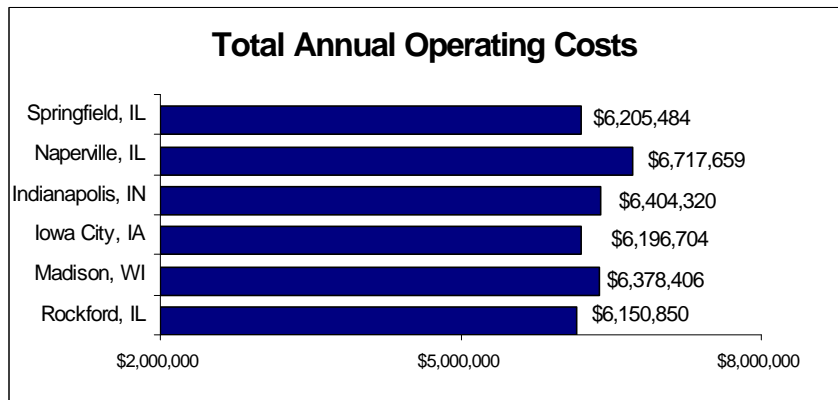
Rockford  
ILLINOIS ★ USA

ROCKFORD AREA ECONOMIC DEVELOPMENT COUNCIL

## Rockford is the lowest cost location

Carter Burgess, a major national site selection and architectural/engineering firm, was commissioned by the Rockford Area Economic Development Council (RAEDC) to conduct a back office/call center analysis of the Winnebago/Boone counties area. The analysis examined the critical hiring and location factors facing a prospect, including salaries/wages, labor availability, labor quality, office properties, education/training, cost of living and other related factors. The analysis included cost comparisons based on a hypothetical, 110-employee model for a technical support center. The areas used in comparison were: Madison, WI; Iowa City, IA; Indianapolis, IN; Naperville, IL; and Springfield, IL.

Over \$560,000 could be saved over Naperville and over \$250,000 could be saved over Indianapolis by locating in Rockford.

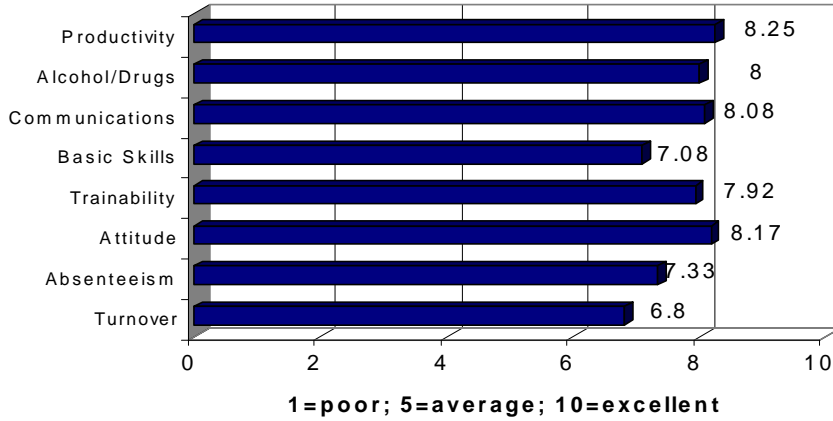


Rockford has the lowest overall wage/salary costs; over \$250,000 per year would be saved by locating in Rockford instead of Naperville. Customer service rep wages are 13% less than Naperville and 12% less than Madison.

# Customer service availability is good to very good

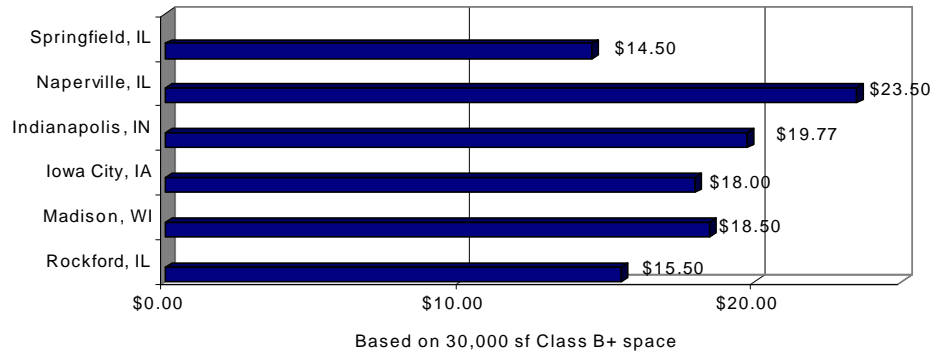
The overall quality of the workforce in the Rockford area is rated as "good".

## Back Office/Call Center Labor Quality



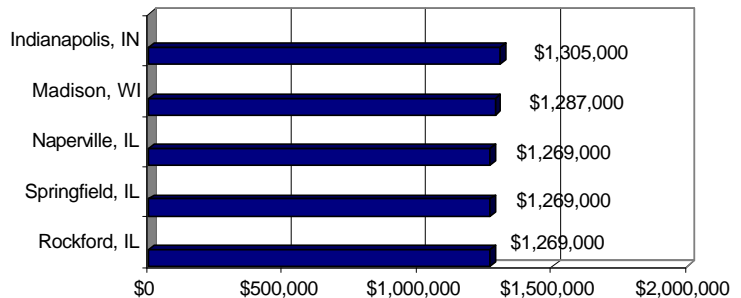
Rockford lease costs are in the lowest tier.

## Total Annual Lease Costs



Illinois corporate income taxes are lower than the competitor states.

## Total Annual Federal & State Corporate Income Taxes



## Rockford offers high quality of life

Representative Rockford Area Back Office Operations:

NCO

Blue Cross/Blue Shield

Vision Financial

WestCorp

Servicom

DialAmerica

There are a number of institutions of higher education in the Rockford area that can assist back office/call center companies.

Rockford Area Higher Education institutions:

Rock Valley College - a highly rated two-year institution offering courses in administrative areas such as:

- Customer service/sales
- Conflict management
- Leadership, and

degrees in :

- Business Accounting
- Computer and information systems
- Financial services
- Marketing/sales
- Management

Northern Illinois University - a branch campus in Rockford and its main campus in nearby DeKalb offering a multitude of degrees and courses in

- Management
- Finance
- Other administrative areas

Rockford Business College - one of the oldest institutions in the Midwest offering a number of customized programs that could assist a locating company:

- CS related
- Telephone training
- Business
- HR/Office management
- MCI courses
- Externships

Rasmussen College - Rockford's newest college offering courses in:

- CIT/Help Desk
- Customer Service
- Marketing

Rockford housing costs are on a par with Iowa City, Indianapolis and Springfield and are considerably lower than Madison and Naperville.

Conclusion: The Rockford customer service market is very positive and would be a low cost Midwest location.

### Cost of Executive Housing

