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## Call Home

Vendor **Alpine Access** wants to break into the cable space and convince operators that in-home, virtual call center solutions can meet their needs. With a client base including more than 10 Fortune 100 companies, one area of Alpine's focus is hiring CSRs who can speak Spanish, Mandarin, Cantonese and other Asian languages, as it estimates that bilingual interactions account for nearly 15% of all call volumes in the cable and wireless industries. Its pitch: it's easier for it to hire bilingual CSRs to work out of their home than for a company to staff multiple foreign languages within a 30-mile hiring radius of brick-and-mortar call center. It's also looking to bring in CSRs with other expertise, including technical knowledge. But aren't cable operators looking to take more customer service in house? "Historically, there's an accordion trend where they go from either in-house to outsourcing..." said *David Parkhurst*, Alpine's vp, telecom, ent and media. "What we see right now is that there are a couple of cable companies that seem to be bringing more things in house, but then there are others... that seem to be pleased with having some in-house, but are expanding their outsourcing size." Some of the smaller operators that have traditionally done everything in-house are beginning to look at outsourcing, while larger ops are experimenting with the at-home CSR model and looking to expand it, Parkhurst said.