

People Strength  
multilingual  
Customer-Care Centers  
Technology  
educated



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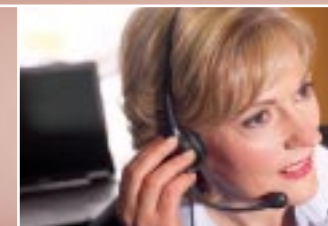


Photo Credit: La Cité collégiale



# Helping You Redefine Customer Care with People and Technology

With its large, educated and multilingual workforce, its world-leading telecommunications infrastructure, and its spectacular location, Ottawa has gained a reputation as Canada's customer-care center capital.



## Ottawa's Strengths Working for You

Ottawa's main strengths as a customer-care center capital can be summed up in three words: "people," "technology" and "environment." With its multilingual population of over one million people and its ultra-modern telecommunications infrastructure, it's no wonder that Ottawa has already attracted over 335 private-sector customer-care centers to the region.

But Ottawa is much more than just a sizeable and educated labor force with extraordinary technical capabilities. It is also an ethnically diverse metropolis that offers urban living in culturally abundant, historically rich, business-friendly surroundings. Ottawa offers the trappings of a big city with the charms of a small town.

While residents of Ottawa enjoy a low cost of living, they also enjoy a high standard of living thanks to its public services, its cleanliness, its socio-economic conditions, its political stability and its low crime rates.

With the talent you require, the technology you need and the business and people-friendly environment to pull it all together, Ottawa is the location of choice for your customer-care center.

**La Cité collégiale's Contact Center Solutions includes a state of the art contact center and training lab and offers bilingual courses and workshops not available elsewhere. With its modern contact center facility, participants gain knowledge, skills, and real-world experience.**

Francine Chartrand  
Director, Office of Partnerships and International Development  
La Cité collégiale

## Exceptionally Talented Labor Force

Among all its attributes, Ottawa's people are, by far, its greatest strength. As Canada's capital city and one that is situated on the border of Ontario and Quebec, the city boasts a workforce that is diverse in both its culture and its language.

Almost 45 percent of the population of Ottawa can speak French and English fluently. The region also has strong capabilities in other languages such as Spanish, Chinese, German, Italian, Polish, Arabic, Portuguese and Vietnamese. So, no matter what your language requirements, Ottawa has the people to meet them.

But Ottawa offers more than just people with native-language speaking skills. The increased level of customer-care center activity in the region in recent years has also created a growing interest in customer-care center training at local colleges and equipment development by local manufacturers. This means that if you locate in Ottawa, you will have access to a dedicated, experienced, educated and multilingual staff that will help deliver a maximum return on your investment.



## Ottawa's Technology Answers the Call

Over the last several years, Ottawa has developed a telecommunications infrastructure that is among the most advanced in the world. Its vision for broadband connectivity combined with its commitment to providing incentives to feed that vision result in cutting-edge technologies that allow Ottawa to provide unparalleled service to customer-care centers.

As well as presenting a choice of telecommunications carriers, Ottawa also offers a 100 percent local fibre-optic network, ISDN capabilities, ATM-based switching and the peace of mind that comes with knowing that you have access to a 100 percent digitally switched network with near 100 percent redundancy.

**Algonquin's Contact Center Customer Service Representative program was developed in partnership with the City of Ottawa, the Ottawa Regional Call Center Association [ORCCA], and La Cité collégiale to provide contact center training to their clients. In addition to training, a team is in place to secure employment in the call center field for the graduates.**

Cathy Collyer  
Algonquin College, School of Business

Over 75 percent of Canada's private- and public-sector telecommunications research and development is carried out in Ottawa. In fact, Ottawa is the research base for a number of global companies including Nortel Networks, Alcatel, Marconi Corporation plc, Nokia, Mitel Networks Corporation, Siemens AG, Cisco Systems Inc. and others, many of whom also have customer-care centers located here.

## Unparalleled Sector Support

As if Ottawa's people, technology and business-friendly environment aren't enough, relocating in Ottawa also allows you to take advantage of an extensive support network and a competitive cost environment.



All major telecommunications carriers are active in the region. Professional services geared to the requirements of the sector thrive. A full range of contractors and maintenance companies serving the needs of the customer-care community are available.

In KPMG cost comparisons, Ottawa consistently is among the best value regions. And government programs are available to support hiring of targeted groups.

## Canada's Capital City

From its historic buildings to its modern skyscrapers, Ottawa is an attractive and alluring international city. With its historically rich ByWard Market and vibrant downtown business center at its core, its cultural venues, its modern recreational complexes and its people-friendly parks throughout its network of communities, Ottawa combines the best of both worlds: rich, diverse culture and safe, urban living.

Ottawa. An exciting place to live. A safe place to call home. An ideal place to locate your customer-care center.