

## 200 CALL CENTER JOBS COMING TO CLEARWATER



Inuvo Inc., an online marketing services provider, announced Monday it has selected Florida-based Contact Centers of America (CCA) to provide call center support for BabytoBee.com. The move is expected to bring 200 jobs to CCA's Clearwater headquarters. Carrie Maurer, senior vice president, Inuvo's Direct to Consumer businesses, said the jobs heading to Clearwater were previously conducted overseas. The call center will provide outbound and inbound lead nurturing and qualification services to nearly one million BabytoBee pre- and post-natal customers each year, the company said in a press release. "For the past two years we have been using offshore services to support BabytoBee's online lead generation efforts," Maurer said. "As we work to expand many aspects of our service, we were looking to upgrade our call center support and loved the idea of bringing jobs back to the United States, specifically to Clearwater." In addition to the new call center, Inuvo is scheduled to launch a fully revamped Web site for BabytoBee in September. Contact Centers of America, LLC is touted as "a new concept" in contact center services. It was designed Joe Jacoboni and is staffed by industry veterans "who understand the psychology of customer satisfaction and how this psychology changes in shifting economic times."

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