

West Michigan Call Centers

Shared Service, Call Centers, Large Back Offices				
Company Name	Address	City	Industry Description	Est. Employees
Acrisure, LLC	566 Prairie Creek Drive SE	Caledonia	Insurance	270
Alliance Communications	2885 Sanford Ave SW	Grandville	Call Centers	20 to 49
AMBS Call Center	3960 Broadmoor Ave. SE	Grand Rapids	Telephone Answering Service	30
Amway (Alticor)	7575 Fulton Street East.	Ada	Consumer Products	300
ASR Corporation	3033 Orchard Vista Dr. SE	Grand Rapids	Insurance	40
Big Rapids Answering Service	178 W Wheatland Ave	Remus	Telephone Answering Services	7
Blue Cross Blue Shield	86 Monroe Center ST. NW	Grand Rapids	Insurance	200-250
Charter Communications	3355 Walker Ave. NW	Grand Rapids	Telecommunications	405
Communications Unlimited LLC	3228 Glade Street	Muskegon	Tele. Answering Service	12
Consumers Energy	1 Energy Plaza	Wyoming	Utility	60
Consumers Energy	4000 Clay Ave. SW	Grand Rapids	Utility	100
Creative Studio Promotions	25 Jefferson Ave SE # 102	Grand Rapids	Promotions & Fund Raising	5 to 9
Cunningham Communications Inc	1675 Michigan St NE Ste G	Grand Rapids	Telephone Answering Services	20
Dialog Direct	1351 Waverly Road	Holland	Contact center	350
Diversified Special Sales Inc	931 W River Center Dr NE # A	Comstock Park	Promotions & Fund Raising	5 to 9
DTE Energy Company	4420 44th Street SE	Kentwood	Utility	150
Farmers Insurance Group	5600 Beech Tree Lane	Caledonia	Insurance	1500
Fifth Third Bancorp	1850 East Paris	Grand Rapids	Banking	200
Gaslight Promotional Consulting	535 Greenwood Ave SE # 300	Grand Rapids	Promotions & Fund Raising	1 to 4
GR 311	300 Monroe Ave NW	Grand Rapids	City Services	100
Gerber Life Insurance	445 State Street	Fremont	Insurance	250
Great Lakes Promotions	9290 Belding Rd NE	Rockford	Promotions & Fund Raising	1 to 4

Shared Service, Call Centers, Large Back Offices Continued

Huntington Bank	10717 Adams St.	Holland	Banking	250
Iserv Company	5222 33rd Street SE	Grand Rapids	Telecommunications	15
J. Milito & Associates Inc.	1133 Maplegrove Drive NW	Grand Rapids	Telephone Fundraising	8
Kellogg North America Business Service Center	5200 Patterson SE	Cascade	HR, IT, Finance, & Supply Chain Support Services	300-600
K F M Promotions Inc	8830 Belding Rd NE	Rockford	Promotions & Fund Raising	1 to 4
Koeze Co.	2555 Burlingame Ave. SW	Grand Rapids	Specialty Foods	5
Logo Brand Aid Promotions	3166 Pleasant Grove Ter NE	Grand Rapids	Promotions & Fund Raising	1 to 4
Lynch Brothers Sales Co	161 Ottawa Ave NW # 300f	Grand Rapids	Promotions & Fund Raising	5 to 9
MedData Group	3855 Sparks Drive SE	Kentwood	Patient bill processing	319
Media One Promotions	1886 14 Mile Rd NE	Sparta	Promotions & Fund Raising	1 to 4
Millard Marketing Promotions	2106 Gettysburg Dr SE	Grand Rapids	Promotions & Fund Raising	1 to 4
Peckham Industries	3777 Sparks Dr SE	Grand Rapids	Contact Center	200
Perrigo Company	515 Eastern Avenue	Allegan	Pharmaceuticals	n/a
Booking.com	4147 Eastern Avenue SE	Wyoming	Travel	580
Priority Health	1231 E. Beltline Ave. NE	Grand Rapids	Insurance	18
Promotions Department	4090 29th St SE	Kentwood	Promotions & Fund Raising	1 to 4
Salon Centric	4555 Danvers Drive SE	Grand Rapids	Wholesaler	n/a
Spectrum Health	100 Michigan St NE	Grand Rapids	Healthcare	n/a
Star Tickets	620 Century Avenue SW	Grand Rapids	Entertainment	35
Statistical Surveys Inc.	1693 Sutherland Dr. SE	Grand Rapids	Telemarketing	12
Steelcase	901 44th Street SE	Grand Rapids	Office Furniture	300
Teleperformance	2680 Horizon Dr SE	Grand Rapids	Contact Center	530
US Signal	201 Ionia Ave. SW	Grand Rapids	Telecommunications	n/a
Valspar Corporation	4999 36th Street SE	Grand Rapids	Paint/Coatings	n/a

SOURCE: *Factiva, ReferenceUSA, & The Right Place, Inc.*

Known New or Expanded Shared Service, Call Centers, and/or Back Office				
Company	City	Year	Event	Jobs
GR 311	City of Grand Rapids	2014	New Location	100
Teleperformance	Township of Cascade	2013	Expansion	530
Kellogg	Township of Cascade	2014	New Location	300-600
Booking.com	City of Wyoming	2011	Expansion	580

Known Closed Shared Service, Call Centers, and/or Back Office				
Company	City	Year	Event	Jobs
Teleperformance USA	Grand Rapids	2018	Closure	91
Charter Communications	Walker	2018	Downsize	51
Dialogue Direct	Cascade Township	2016	Downsize	106
Wolverine Worldwide	Rockford	2013	Services Consolidated	90

SOURCE: *The Right Place, Inc.*

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Huntington Bank	10717 Adams St.	Holland	Banking	250
Iserv Company	5222 33rd Street SE	Grand Rapids	Telecommunications	15
123net	400 76th St SW # 12	Byron Center	Internet Service	10 to 19
A American High Speed Internet		Grand Rapids	Internet Service	1 to 4
Adp Grand Rapids	1575 Arboretum Dr SE	Grand Rapids	Data Processing Svc.	100 to 249
American Medical Capital		Caledonia	Internet Service	1 to 4
Atlink Networks	770 Kenmoor Ave SE	Grand Rapids	Internet Service	1 to 4
Behr Modem	4646 28th St SE	Grand Rapids	Internet Service	5 to 9
Brady Consulting	4282 Brockton Dr SE # D	Grand Rapids	Internet Service	5 to 9
Brightly	648 Monroe Ave NW # B007	Grand Rapids	Website Hosting	5 to 9
Broadband Internet Access		Grand Rapids	Internet Service	1 to 4
Cable Internet Access Provider		Grand Rapids	Internet Service	1 to 4
Cherryland Online Svc	114 Division Ave N	Grand Rapids	Internet Service	1 to 4
Cherryland Online Svc	204 N Church St	Hastings	Internet Service	1 to 4
Clear Internet Sales	3665 28th St SE	Grand Rapids	Internet Service	5 to 9
CLEAR Internet Svc	38 Fulton St W	Grand Rapids	Internet Service	1 to 4
CMS Internet	510 S Dexter St	Ionia	Internet Service	1 to 4
Comlink	3950 Sparks Drive SE	Grand Rapids	Internet Service	Not Available
Content Customs	6119 28th St SE # 1e	Grand Rapids	Internet Service	1 to 4
Eagle Eye	PO Box 141612	Grand Rapids	Internet Service	1 to 4
Earth Link Business	2610 Horizon Dr SE # B	Grand Rapids	Internet Service	50 to 99
Ellexicon Inc	5975 Crossroads Commerce # 210	Wyoming	Internet Service	1 to 4
Et Connections LLC	3400 Olivet St SW	Grandville	Internet Service	1 to 4
Etool Developers	6095 28th St SE # 6	Grand Rapids	Internet Service	5 to 9
Freedomnet Solutions	400 76th St SW # 15	Byron Center	Internet Service	1 to 4
Freedomnet Solutions	60 Monroe Center St NW	Grand Rapids	Internet Service	1 to 4

Data Centers Continued

G Networks	2627 E Beltline Ave SE # 330	Grand Rapids	Internet Service	5 to 9
Grant Communications Assoc	2040 Raybrook St SE # 104	Grand Rapids	Internet Service	5 to 9
Great Lake Online	2007 Eastcastle Dr SE	Grand Rapids	Internet Service	10 to 19
I T Technique	940 4th Ave	Lake Odessa	Internet Service	5 to 9
I-2000 Inc	2439 Byron Center Ave SW	Wyoming	Internet Service	20 to 49
Industrial Quick Search	1500 E Beltline Ave SE # 265	Grand Rapids	Internet Service	10 to 19
Iserv Co	5222 33rd St SE	Grand Rapids	Internet Service	50 to 99
KVI Hosting	2151 Beverly Ave SW	Wyoming	Internet Service	5 to 9
Local Net		Ionia	Internet Service	10 to 19
LPIT Solutions	25 Commerce Ave SW # 200	Grand Rapids	Internet Service	10 to 19
Mc Leod USA		Kentwood	Internet Service	1 to 4
Meadowbrook Business Park		Grand Rapids	Internet Service	1 to 4
Message Express Internet	127 W Orchard St	Delton	Internet Service	1 to 4
Michwave Wireless Internet	PO Box 1914	Grand Rapids	Internet Service	10 to 19
Middlecoast.Net LLC	1154 Calvin Ave SE	Grand Rapids	Internet Service	5 to 9
Net Penny	2007 Eastcastle Dr SE	Grand Rapids	Internet Service	1 to 4
Net Penny Net		Ionia	Internet Service	1 to 4
NETPENNY.NET		Clarksville	Internet Service	1 to 4
NETPENNY.NET	37 E Main St	Fremont	Internet Service	1 to 4
NETPENNY.NET		Gowen	Internet Service	1 to 4
NETPENNY.NET		Grand Rapids	Internet Service	1 to 4
Neural Planet	2450 44th St SE # 103	Kentwood	Internet Service	5 to 9
Odyssey Lead Generation	5948 S Pankwy Av SE	Grand Rapids	Internet Service	1 to 4
Ras Telco LLC	2007 Eastcastle Dr SE	Grand Rapids	Internet Service	1 to 4
Raser Inc	2007 Eastcastle Dr SE	Grand Rapids	Website Hosting	20 to 49
Redthread Comm Inc	25 Ottawa Ave SW	Grand Rapids	Internet Service	5 to 9
Rockford Solutions Inc	4345 Sawkaw Dr NE	Grand Rapids	Internet Service	1 to 4
Sonic Recruit	3300 Grand Ridge Dr NE # B	Grand Rapids	Internet Service	1 to 4
Spyridon Technologies	7610 Clyde Park Ave SW # B	Byron Center	Website Hosting	1 to 4
Stable Inc	690 Netherfield St NW	Comstock Park	Internet Service	1 to 4
Summit View Web Svc LLC	15 Ionia Ave SW # 220	Grand Rapids	Internet Service	1 to 4
SWITCH – SUPERNAP	6100 East Paris Ave SE	Gaines Twp	Colocation Data Center	103

Data Centers Continued

Total Merchant Svc	1316 Front Ave NW # 106	Grand Rapids	Credit Card Svcs.	5 to 9
TRITON Technologies Inc	4009 Plainfield Ave NE	Grand Rapids	Internet Service	50 to 99
US Signal	201 Ionia Ave SW	Grand Rapids	Internet Service	50 to 99
Vendor Managed Technologies		Grand Rapids	Internet Service	10 to 19
Via Satellite Solutions	3167 Kalamazoo Ave SE # 208	Grand Rapids	Internet Service	10 to 19
VITGUSA	7220 Thornapple Hollow Dr SE	Grand Rapids	Website Hosting	10 to 19
W Mis	2007 Eastcastle Dr SE	Grand Rapids	Internet Service	1 to 4
West Mi Internet Yellow Pages	169 Monroe Ave NW	Grand Rapids	Internet Service	1 to 4
West Michigan Internet Svc		Fremont	Website Hosting	1 to 4
West Michigan Internet Svc		Grand Rapids	Internet Service	5 to 9
West Michigan Internet Svc	2007 Eastcastle Dr SE	Grand Rapids	Internet Service	10 to 19
West Michigan Internet Svc		Grant	Internet Service	1 to 4
West Michigan Internet Svc		Kent City	Website Hosting	1 to 4
West Michigan Internet Svc		Newaygo	Internet Service	1 to 4
Wireless Technology Solutions		Alto	Internet Service	1 to 4
Worldwide Dialup	7178 Headley St SE	Ada	Internet Service	5 to 9

Source: ReferenceUSA & The Right Place, Inc.

Known New or Expanded Data Centers

Company	City	Year	Event	Jobs
Switch	Gaines Township	2016	New Location	103
US Signal	City of Grand Rapids	2016	Expansion	N/A

Typical Call Center Occupations	2017 Jobs	10th Percentile	Median	90th Percentile
Travel Agents	532	\$9.75	\$13.83	\$26.72
Sales Representatives, Services, All Other	2,995	\$12.09	\$22.61	\$43.28
Telemarketers	335	\$8.93	\$12.00	\$25.24
Telephone Operators	35	\$10.16	\$15.27	\$22.04
Bill and Account Collectors	734	\$11.98	\$16.84	\$23.89
Customer Service Representatives	14,725	\$10.51	\$16.15	\$24.77
Total Call Center Jobs	19,357			
Total Jobs, West Michigan Area	785,622			
% of All Jobs	2.46%			

West Michigan Educational Attainment - 2017		
Graduate Degree and Higher	9%	91,109
Bachelor's Degree	17%	181,343
Associate's Degree	9%	94,166
Some College	23%	240,773
High School Diploma	31%	332,400
9th to 12th Grade	7%	75,453
Less Than 9th Grade	4%	42,438

SOURCE: *Economic Modeling Specialists International (EMSI)/www.economicmodeling.com*

2017 Student Enrollments			
Institution	Students	Institution	Students
Aquinas College	1,714	Grand Valley State University	25,460
Baker College	3,481	Hope College	3,234
Calvin College	3,918	Kuyper College	208
Central Michigan University- GR	36	Grand Rapids Community College	14,464
Western Michigan University - Thomas M. Cooley Law School- Grand Rapids	228	Grace Bible College	1,012
Cornerstone University	2,447	Michigan State University – College of Human Medicine	977
Spring Arbor College	50	Northwood University	180
Davenport University- Western Region	3,561	Western Michigan – GR	900
Ferris State University	14,716	Montcalm Community College	1,666
Ferris State University – Kendall College of Art & Design	1,214	Muskegon Community College	4,423
Total			<u>83,660</u>

SOURCE: The Right Place, Inc.

Other Nearby Universities	
Michigan State University	49,3000
Western Michigan University	24,598

SOURCE: The Right Place, Inc.

Military Installations		
Name	Branch	Employment
Grand Valley Armory	Michigan Army National Guard	Less than 25
US Marine Corps Reserve Center	Marine Corps, Navy Reserves	Less than 25

SOURCE: The Right Place, Inc.

Expansion and Relocations (Announced by The Right Place, Inc.)

Company	New Jobs	Municipality	Project Description	Year
NVINT Services LLC	26	Caledonia	Expansion	2017
Zimmer Biomet RespondWell	25	City of Grand Rapids	Attraction	2017
California Closets	61	Cascade Township	Attraction	2017
Siliconature	26	Gaines Charter Township	Attraction	2017
Milacron	123	City of Greenville	Expansion	2017
Attwood Marine	82	City of Lowell	Expansion	2017
Wynalda Litho Inc	30	Plainfield Township	Attraction	2017
MOVE Systems, Inc.	27	City of Walker	Expansion	2017
J-Star Motion Corporation	122	Cedar Springs	Attraction	2017
eAgile	50	City of Grand Rapids	Expansion	2017
Auto Owners Insurance	60	City of Grand Rapids	Expansion	2017
Service Express Inc	75	City of Grand Rapids	Expansion	2017
Litehouse, Inc.	77	City of Lowell	Attraction	2017
ITS	68	Township of Ada	Expansion	2017
Adavantage Solutions	478	City of Wyoming	Expansion	2017
Axis Company LLC	50	City of Kentwood	Expansion	2018
MPH Trucking and Logistics	22	City of Fremont	Expansion	2018
Jedco Inc	39	City of Grand Rapids	Expansion	2018
Parker Hannifin Corp	46	Village of Lakeview	Expansion	2018
Agropur Nartel USA	62	City of Wyoming	Expansion	2018
HexArmor	50	City of Grand Rapids	Expansion	2018
Amazon	1,000	Gaines Township	Attraction	2018
Grimm (SMFS, Inc.)	27	Township of Sparta	Attraction	2018
Ventra Ionia Main, LLC	109	City of Ionia	Expansion	2018
Tech Defenders	115	City of Grand Rapids	Expansion	2018
ADAC Automotive	50	Cascade Township	Expansion	2018
TOTAL	2,900			

Airports

Airports	Daily Flights	Passenger Airlines	Distance (miles)
Gerald R. Ford International Airport	130	5	In Grand Rapids Area
Detroit Metro Wayne County Airport	600	13	155 miles
O'Hare International Airport	975	50	196 miles
Midway International Airport	220	7	184 miles

SOURCE: The Right Place, Inc.

Example Back Office and Call Center Real Estate (currently available)

Name	Address	City	Square Footage
Orchard Plaza	701 68 th St SW	Byron Center	38,574
Grand Rapids Commerce Center	1090 36 th St SE	Grand Rapids	114,753
5300 Patterson	5300 Patterson Ave SE	Grand Rapids	33,973
1800 44th St SE	1800 44 th St SE	Kentwood	35,675
5251-5253 36th St SE	5251-5253 36 th St SE	Cascade Township	160,000
Covered Village Mall	550 Covered Village Mall	City of Belding	25,000

SOURCE: The Right Place, Inc.

Top 20 Employers in West Michigan		
Company Name	Employee Count	Industry
Spectrum Health	27,000	General Medical and Surgical Hospitals
Meijer	10,343	Supermarket Retail & Distribution
Mercy Health (Kent & Muskegon)	6,500	General Medical and Surgical Hospitals
Amway Corporation	4,000	Consumer Goods Manufacturing
Gentex Corporation	3,900	Glass Product Manufacturing for Automobile Industry
Perrigo Company	3,800	Pharmaceutical Manufacturing
Herman Miller Inc.	3,621	Office Furniture Manufacturing
Steelcase Inc.	3,500	Office Furniture Manufacturing
Grand Valley State University	3,306	Higher Education
Magna International Inc	2,950	Glass Product Manufacturing for Automobile Industry
Lacks Enterprises, Inc.	2,900	Plastic Manufacturing for Automobile Industry
Grand Rapids Public Schools	2,800	Elementary and Secondary Schools
Farmers Insurance Group	2,700	Direct Property and Casualty Insurance Carrier
SpartanNash	2,585	Supermarket Retail & Distribution
Gordon Food Service	2,544	Grocery and Related Products Merchant Wholesalers
Metro Health Hospital	2,400	General Medical and Surgical Hospitals
Alcoa Howmet Corp.	2,350	Aerospace Instrument & Aircraft Engine Parts Manufacturing
Fifth Third Bank	2,278	Banking - Personal & Commercial
Priority Health	2,250	Direct Health and Medical Insurance Carriers
Ventra	2,100	Motor Vehicle Plastic Parts & Metal Stamping

SOURCE: The Right Place, Inc. – **bold font** indicates company is headquartered in West Michigan