

## **Jacksonville site for center**

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Local DIRECTV customers could hear a familiar voice at the other end of the customer service line.

Florida-based outsourced customer management firm PRC, a subsidiary of IAC/InterActiveCorp, recently set up an inbound call center in Jacksonville, an opening company officials say will bring 600 jobs to the area.

Alicia Miyares, PRC vice president of marketing and communications, said that her company launched the new call center in January.

For PRC, formerly known as Precision Response Corp., this is the third domestic location the company has opened in the past 12 months. Of PRC's 30 call centers, 22 are located in the U.S. with others based in the Dominican Republic, India and the Philippines.

Miyares said that her company chooses locations based on the available workforce in an area. In choosing Jacksonville, Miyares said that PRC looked at the city's unemployment rate and the strong work ethic suggested by the adjoining military base.

Miyares added that all 600 positions are full time with benefits and ideal for military spouses. As of Friday afternoon, roughly 500 positions were still available, Miyares said.

"These are good, full-time jobs," said Miyares.

A representative at PRC's Jacksonville location, housed in the ecom building on the corner of Henderson Drive and Gum Branch Road, said that starting pay for the DIRECTV job was \$11 an hour plus \$8 per sale.

City officials hailed the opening.

"Six hundred jobs is gonna have a huge impact on the community," said Jacksonville Director of Economic Development Bruce Gobar. "These are good paying jobs. (They will) provide tremendous opportunities for people looking for that type of work."

In addition to DIRECTV, other PRC clients include Expedia, British Airways and FedEx.

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