

## Case Study

### A Partnership in Innovation: Missouri One Call

#### Customer Need

The board of directors that operates Missouri One Call is forward-thinking and always interested in new innovations and processes to serve its stakeholders better. The board requires its one call center vendor to keep pace with its ideas, and to be ready to offer up and develop solutions to its evolving needs.

#### One Call Concepts Solutions

As Missouri One Call's full-service call center vendor, One Call Concepts does more than simply fulfill its contractual obligations — we take a true sense of ownership in the one call center operation. We participate actively in the operating board and work side-by-side with them to plan how to grow the center while getting the most value out of investments. As the board comes to One Call Concepts with new ideas, we help them evaluate each new technology or improvement to determine how it might best serve the center and its stakeholders.

#### Customer Results

"We're participating with One Call Concepts on some things we've never done before," says John Lunsford, executive director of Missouri One Call. "It is a true partnership. Rather than throwing new things at them, it is a give-and-take — they keep up with technology and innovation, but they always help us understand the tradeoffs involved with implementing each change."