

CITY OF LOS ANGELES

CALIFORNIA

COMMUNITY DEVELOPMENT
DEPARTMENT

215 W. 6TH STREET
LOS ANGELES, CA 90014



JAMES K. HAHN
MAYOR

DATE:

Time Sensitive

TO: Directors, WorkSource Centers and Satellite Centers

FROM: Ann Gagni, Director
Workforce Development Division

SUBJECT: **WDD DIRECTIVE NO. 02-21**
BUSINESS SERVICES STAFF CONTACTS

As you are aware, preparations have begun for the "WorkSource California" marketing campaign launch. Much of the preparatory activity involves strengthening the ability of the WorkSource system to respond promptly, uniformly, and effectively to potential business customer inquiries and includes:

- finalizing development of the business services model for the WorkSource Center system
- startup of the WorkSource Call Center to handle business calls generated through marketing
- training of centers/satellites regarding marketing, tax credits, and other relevant business services
- training and coordination of Rapid Response services

To better coordinate business-related communication, please identify a primary and secondary business services contact within your organization. This single "point-of-contact" would be responsible for:

- handling/coordinating business customer referrals generated by the WorkSource Call Center
- coordinating communication and training for the business services model implementation
- handling/coordinating inquiries and communication with Workforce Development Division's (WDD) Business Services Group staff
- Attending a kickoff briefing regarding the Call Center and business services on Fri., Dec. 14, 9-11 AM, 3rd Floor Conference Room, Community Development Department offices, 215 W. 6th St., Los Angeles.

Beginning in mid-December, the call center will be the focal point for businesses responding to the marketing campaign regarding business services offered by the WorkSource system. The center will be operated by Info-Line and will make referrals to all providers in LA City, LA County, South Bay, and Carson/Lomita/Torrance workforce investment areas.

Business calls coming into the call center will be distributed to WorkSource centers/satellites based on the business customer's geographical location or preference. *Calls will be referred to the center/satellite primary or secondary contact person* through a "warm hand-off" via telephone, or the caller will be given the option to call the contact person directly. Call center staff will follow-up with your center/satellite contact to determine the initial progress of the referral.

As background, a copy of WDD consultant's final recommendation regarding the business services model will be sent to you under a separate cover. Copies of the consultant's previous recommendations ("Current Business System Practices System-wide," "Identification of Technology Needs," and "One-Stop System Staff Report") have already been sent to you. Please call contact below if you did not receive a copy.

Please e-mail or fax your contact primary and secondary business services contact info by Dec. 7 to:
David Eder, WDD Business Svcs. Group, Tel: 213-473-4946, Fax: 213-473-5553, deder@cdd.lacity.org
Include name, phone numbers (include any cell or pager), e-mail addresses and fax numbers. Thank you.