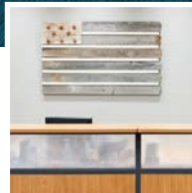
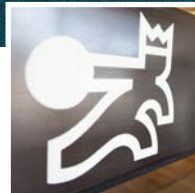




 **ASK TELEMARKETING**

Montgomery, Alabama



 **Interior Concepts™**  
solutions that fit.

## DELIVERING A HOME-ALLEY ADVANTAGE

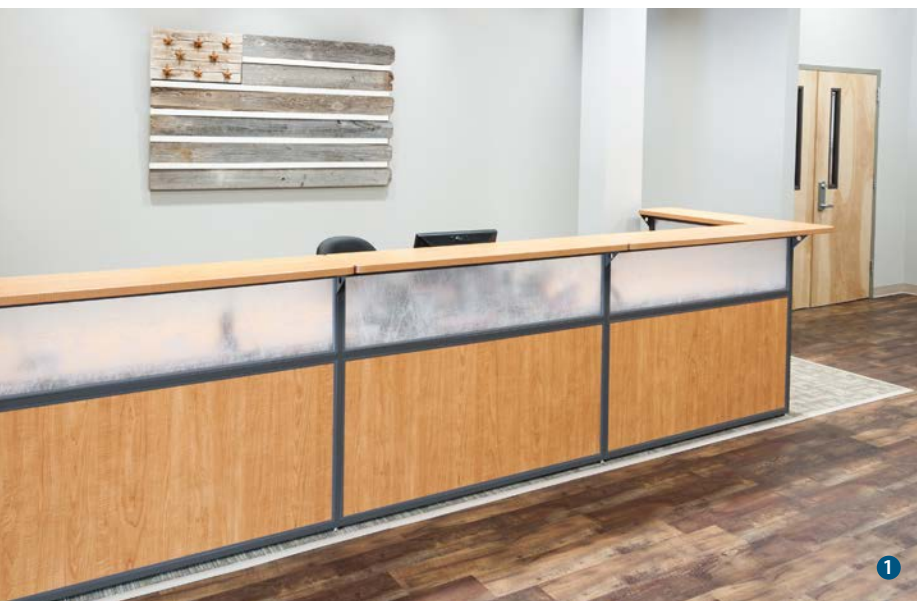
When ASK Telemarketing in Montgomery, Alabama, was established in 1992, it handled predominantly outbound calls — but Rick Burley, president of ASK, recognized that as consumer retail and online storefronts were evolving, so too were the services call centers could offer as BPOs. In early 2013, Burley pulled the plug on his existing business operations and reorganized staff and technology to handle inbound calls twenty-four hours a day, seven days a week. With millions of consumers making millions of purchases from online storefronts and e-retailers, ASK was poised to seek out clients needing customer retention and install verification assistance. Work multiplied exponentially every year, and by mid-2016, ASK had outgrown its original facility. Wanting to re-invest in the city and re-purpose an empty building, Burley found the potential new headquarters sitting empty just two blocks down the road. The catch? The building had been a bowling center. Undaunted at what might look like a 7-10 split, Burley and his family put their heads down and orchestrated a transformation — in less than 6 months — that resulted in a perfect 300 game.

In January 2017, Burley signed paperwork to purchase the building, and he set being operational by early June as a target. With the tight time line, he was not interested in spending several weeks researching and awaiting furniture RFPs, so he contacted three manufacturers whom he had seen at trade shows and whom others had recommended as quality options. Burley was looking for a partner who could be trusted to thoughtfully map out what the entire facility would need — including reception stations, a break room, training rooms, supervisor stations, administrative offices, a 368-seat call floor (with room to add 220 more stations), and cable management of the computer network, phones, and power in the large open call center. Provided with the building's floor plan and the directive to outfit every room the best way possible without a “race to the bottom” on price over quality, Interior Concepts zeroed in for a strike.

Interior Concepts aimed to throw a “snow plow” and clear all the pins with intuitive design, a cohesive aesthetic, and a value proposition backed by quality products. Burley was wholly impressed by the comprehensive plan presented in renderings and a 3D fly-through of all the furniture in ASK's actual spaces and contracted in March for the furniture to be delivered and ready for the June move-in. Beyond liking what he saw, Burley also felt a connection working hand-in-hand with a fellow family-owned business that treated him like a partner, not just a project.

With building construction and furniture manufacturing underway, Interior Concepts speedily shipped color samples and updated renderings to allow ASK staff to feel confident in how the furniture would look installed. Interior Concepts also designed vertical chases that solved the challenge of cable management — allowing all power and technology to run through the ceiling and then drop down to each call center row. From there, cabling could run horizontally behind moveable panels at each agent station. Burley, who started in IT, appreciated the easily accessible wire management for future cabling and technology demands.

Delivery and installation occurred on time, even as installers juggled working among other contractors laying carpet, dropping in ceiling tiles, painting walls, and running network cabling. When it was all said and done, ASK employees moved into their new facility and immediately felt pride for the investment ASK had made in giving them a workplace in which they could feel respected, valued, and comfortable. In the truest sense of Southern hospitality, ASK had given their staff a place to call “home.” Other than a few reminders of its prior life as a bowling alley — such as the doors still sporting the Brunswick logo — the transformation to a call center is jaw-dropping and Interior Concepts knows they helped their partner close out the entire tenth frame with a strike out.





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“The overall product, from a value perspective, is some of the best I’ve seen in the industry, and I think the looks are phenomenal. I’ve had nothing but mouths drop from everybody who’s walked in our facility—city officials, bankers, friends who have come by have been thoroughly impressed with the overall cohesiveness of the furniture throughout the offices and throughout the call center.”

Rick Burley  
President, ASK Telemarketing



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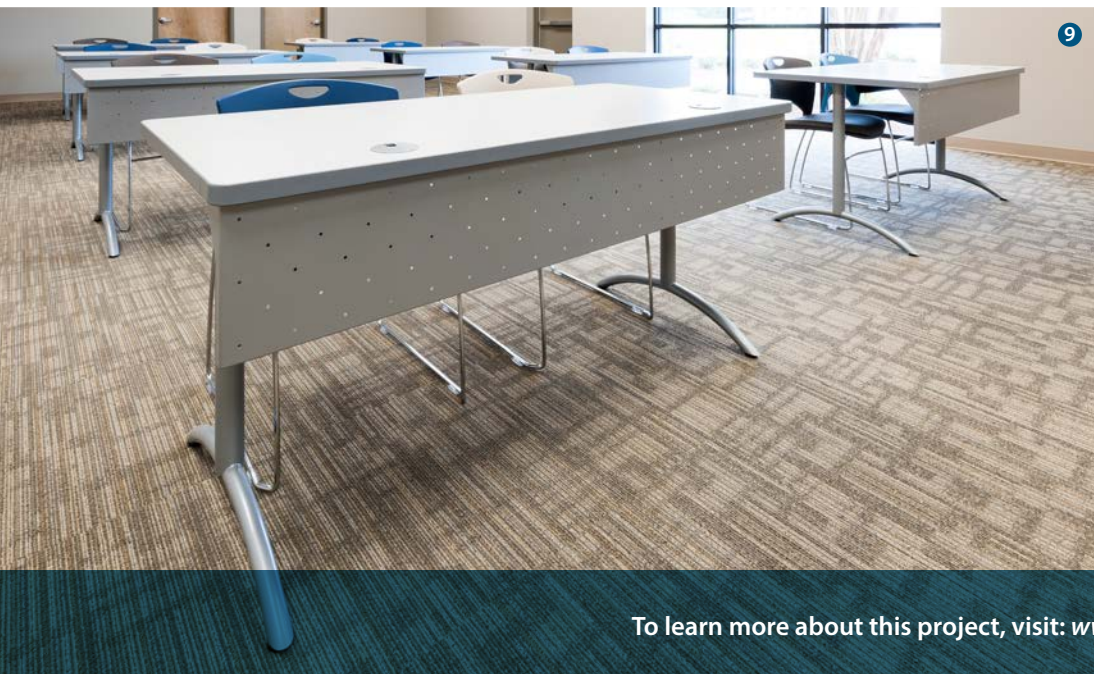


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- ① Main lobby reception station
- ② Administrative offices reception station
- ③ Agent stations with elevated supervisor stations at ends
- ④ Vertical chases with custom cabinet for cabling
- ⑤ L-Shaped desk
- ⑥ U-Shaped desk with overhead storage and storage cabinet
- ⑦ Square tables in employee break room
- ⑧ Executive conference table
- ⑨ Tables with modesty panels in training room
- ⑩ Call center conference table



To learn more about this project, visit: [www.interiorconcepts.com/ASK-telemarketing](http://www.interiorconcepts.com/ASK-telemarketing)



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