

New Fort Erie call centre could eventually expand to 300 jobs, company officials say

JOHN ROBBINS / Bullet News

FORT ERIE – What was supposed to be a simple ribbon-cutting ceremony marking the opening of Fort Erie’s newest employer and celebrating the 100 jobs that come with the expansion of U.S. call-centre giant InfoCision into Canada turned out to be much more.

InfoCision officials said Wednesday the company’s long-range goal calls for up to three times that number – roughly 300 employees – based in Fort Erie, as the company builds on its existing relationship with Rogers Communications and attracts new Canadian clients.



InfoCision president and chief executive officer Carl Albright speaks to guests and employees during a ceremony marking the official opening of its newest call centre in Fort Erie, Wednesday. Bullet News photo by John Robbins.

And that’s music to the ears of Fort Erie Mayor Doug Martin.

“We look forward to a having a long and pleasant relationship with you,” Martin told the gathering, which included senior company officials who travelled to Fort Erie from the company’s headquarters in Ohio for the event.

Founded in 1982, InfoCision specializes in inbound and outbound calls, particularly those involving political, Christian and nonprofit fundraising, as well as sales and customer care calls.

InfoCision employees roughly 4,000 people at some 35 locations in Ohio, Pennsylvania and West Virginia.

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The Fort Erie call centre - the company's first Canadian location - currently employs 35 people at its Garrison Road facility, but that number is expected to increase to 100 over the next six to 12 months as operations ramp up.

Among the workers on hand for Wednesday's ceremony was Fort Erie resident Duane Wade, who not only has a new job to celebrate, but his first promotion.

Wade, who only a few months ago had no idea he'd be working at a call centre, is now an in-class trainer, meaning he'll be helping with instruction and orientation of new employees as they come onboard during the coming weeks and months.

"I'm so excited," Wade said smiling. "This was a big step up for me."

InfoCision chief of staff Steve Brubaker said the company's long-range goal could see up to 300 employed at its Canadian division down the road.

Those interested in a career at InfoCision's Fort Erie call centre are encouraged to call 1-888-462-7298, ext. 30.



Fort Erie resident Duane Wade is one of about 35 people already working at InfoCision's Fort Erie call centre. Bullet News photo by John Robbins.