

# Calling It Like They See It

## Major Investment Puts CallCopy on Fast Track Innovations in Call Recording and Contact Center Solutions

In today's challenged economy, companies are looking for ways to maintain a high level of customer satisfaction while keeping costs at a minimum. It's a tall order, but at least one local company has been able to capitalize on the current environment through commitment and innovation.

CallCopy, formed by a group of local entrepreneurs, offers their customers call recording, performance management and

CallCopy founders worked for CallTech Communications, an outsourcer that operated various call centers. Their job was to buy and build the software needed to perform a multitude of tasks for many different customers. They quickly realized the need for a more flexible solution that could blend the various recording needs into a single system designed to accommodate multiple clients, and they set out to develop a product that would address this need.

obvious when the team realized that although their programming experience was solid, they had little or no experience with business essentials like sales, marketing, human resources and cash flow.

In addition to accessing the resources of the TechColumbus incubator to grow their business, CallCopy's success was bolstered by the strong, open lines of communication among the team. "We knew what to expect from each other, so we were able to focus on the business—doing things that had never been done before and solving different problems," Bohac said.

### Funding the Growth

Always an issue for entrepreneurs – and often a breaking point – cash flow was a concern for CallCopy too. Early on, Rick Daley, one of the founders who was well versed in contact center skills, provided consulting services that created an initial cash flow.

Soon after that, an early sale generated enough cash to support the business through the next three months, when they landed their first big sale to U-Haul.

"We bootstrapped for about a year and a half," said Jonathan Dunham, vice president of sales and business development. "That's when we caught the interest of one of CallTech's founders." He provided a line of credit in exchange for some stock options in the company. As it turned out, they really didn't need the money, but the investor proved to be a valuable mentor.

CallCopy continued to grow organically until October 2011 when funding from Edison Ventures became a reality. "We had been courted by various firms for the last three or four years," Dunham said. "The offers kept getting bigger, and Edison Ventures was a company we felt like we could work with."

Today, CallCopy employs around 90 people, and plans to add 40 to 50 new hires in the coming year. "People like to work with us because everybody has a voice," Bohac said. This open communication policy has been part of the CallCopy culture from the beginning. Fifteen-minute huddles – a practice adopted from the Rockefeller Habits system for growing a business – take place

daily throughout the company.

### Looking Ahead

Bohac is optimistic that CallCopy will continue to grow at today's pace, and believes that certain, calculated changes will take place as a result of the business' success.

"CallCopy will become more of an analytics-based company rather than call recording and metrics," he said. "We will be more research-driven." This feels like a natural evolution to Bohac, who said the data CallCopy captures is a valuable resource for their clients. Providing intelligence by making sense of that data naturally delivers value to the businesses they serve.

As innovation continues to drive CallCopy's growth, it becomes an attractive employer. And CallCopy is looking for people who are as passionate as they are about their business and their future. "We don't need people who want to sit there and code," Bohac said. "We need people who want to think about things with a unique perspective—people who want to do really cool, analytical things."

As CallCopy grows and provides more and more jobs in Central Ohio, they cement their position as a company to watch. And they plan to stay right where they are, so watching them should be easy to do. "We all grew up in Ohio, and we have always loved it here," Bohac said.

"(Columbus has) other thought leaders who are willing to collaborate and give advice and assistance."

Today, Bohac and all of other CallCopy leaders encourage budding entrepreneurs to seek advice and to seek it often—just as they once did. Only now, after all they've been through to grow the company, can they assume the role of the advisor. "We leveraged a lot of people," Bohac said. "Now we are giving back."

For the fourth consecutive year, Business First named CallCopy one of the best places to work.



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Ray Bohac, co-founder, chairman and CIO

analytics software products designed to provide contact center solutions at attractive rates.

Today, they're ranked in the 2011 Inc. 500, were included in *Business First's Fast 50* for the last three years, and have received numerous awards from industry analysts. In October, New Jersey-based Edison Ventures announced that it was investing \$6.5 million in CallCopy. This first round of formal funding has put CallCopy on track for the next round of growth.

All of these successes haven't come easy, as any entrepreneur will attest, and not all launches make it to this level of success. CallCopy's story of innovation, dedication, product development, launch and subsequent growth, however, is a source of great encouragement and inspiration for the region's emerging entrepreneurs.

### In the Beginning

"CallCopy is innovation-driven," said Ray Bohac, co-founder, chairman and CIO, stressing that that innovation has fueled the business from the beginning, and it's an important part of the culture. "We wanted to create a company with a great culture where we could hire people with similar mindsets," Bohac explained.

In the late 1990s, he and other

Bohac and his co-founders negotiated with their employer to provide research and development support in exchange for favorable licensing rates – a great idea that was a win-win. Their efforts resulted in the development of cc:Discover, a product suite that delivers everything from advanced call recording and screen capture to quality management, speech analytics and customer satisfaction surveys. They designed each service primarily for contact centers, trading desks, financial institutions and healthcare providers.

"Our mission is to solve some of the bigger problems," Bohac said. "We look for things that may be driving up costs, both from the customer service side and the employee side, and then we provide feedback on how to change things or make them better." The recordings are a valuable data source, and when analyzed, are helpful from both an operational and a marketing standpoint.

### Growing Up

When CallCopy began, Bohac said he and his partners were young and unfamiliar with everything it would take to run a business.

"We were still in our 20s, and our risk tolerance was high. It wasn't until we quit our jobs that we started to feel the pressures of growing a business." Challenges became

## GET Connected

1275 Kinnear Rd. Columbus, Ohio 43212  
614.487.3700 • [www.techcolumbus.org](http://www.techcolumbus.org)

**Ted Ford**  
President & CEO  
tford@techcolumbus.org  
614-340-3353

**Tim Haynes**  
Vice President, Member Services  
and Marketing  
thaynes@techcolumbus.org  
614-340-1698

**Will Indest**  
Vice President, Venture  
Development  
windest@techcolumbus.org  
614-487-3700

**Michelle Murcia**  
Vice President, Finance &  
Administration and CFO  
mmurcia@techcolumbus.org  
614-675-3714

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