

**BUSINESS
AND FINANCIAL
SERVICES**

2009



NORTH CAROLINA
THE STATE OF MINDS

568.44	4,801.24
125.81	1,894.87
903.11	1,246.84
461.54	231.70
681.77	
3,786.51	7,942.95
	12.73%



OUR VALUE PROPOSITION

The State of North Carolina is an excellent location for business and financial services firms to grow and prosper. North Carolina combines a progressive state government with a deep, growing talent pool from world class universities and a nationally recognized community college system, an excellent quality of life and a lower cost of doing business to create an environment for world-class business development.

WE ARE AN ESTABLISHED, INNOVATIVE AND GROWING CENTER FOR BUSINESS AND FINANCIAL SERVICES

- Banking and finance comprise one of the state's largest economic sectors, employing nearly 200,000 workers at over 1,700 firms
- North Carolina is the second largest financial center in the country in total assets
- There are more than 120 banks operating more than 1,800 branches throughout the state
- There are more than 140 call centers operating in North Carolina in fields that range from financial services to technical support to direct marketing

WE OFFER THE RESOURCES AND INFRASTRUCTURE TO TAKE YOUR COMPANY TO THE NEXT LEVEL

- **Center for Banking and Finance** supports the leadership role played by North Carolina-based financial institutes in the continuing evolution of the financial services industry
- **Center for Business and Economic Services** provides professional and executive educational opportunities for organizations and professionals in the community with major emphasis on business training, entrepreneurship and real estate
- **E-Business Technology Institute** provides students and IT professionals with access to laboratories, faculty members, other IT professionals and students to help them develop new e-business solutions in such areas as data security, privacy and cryptography a priority for financial institutions and others that conduct commerce via the Internet
- **Information and Security Assurance Center** focuses on information security, assurance and privacy issues to ensure the proper functioning of business and governments, national security and the individual in today's information society

North Carolina's **quality of life** assets are a magnet for recruiting talent to the state. Whether it is the mild climate with four distinct seasons, the 300 miles of unspoiled coastline, the beautiful Blue Ridge and Smoky Mountain ranges, or a cost of living below the national average, North Carolina offers a quality of life that makes it easy to entice people to move to the state and hard for them to decide to leave.

WE HAVE COMPREHENSIVE EDUCATION AND TRAINING PROGRAMS

- Fifteen of the sixteen UNC System Campuses plus many private colleges and universities offer business curricula for bachelor's degrees, master's degrees, PhD's and professional certificates
- North Carolina's colleges and universities produce more than 8,000 individuals with bachelor's degrees and more than 3,300 individuals with graduate degrees in business related fields each year
- Three undergraduate programs are ranked in the top 100 Business Schools in the nation
 - University of North Carolina at Chapel Hill # 12
 - Wake Forest University # 21
 - North Carolina State University # 85
- Four graduate programs are ranked in the top 60 business schools in the nation
 - Duke University # 11
 - University of North Carolina at Chapel Hill # 19
 - Wake Forest University # 55
 - North Carolina State University # 59
- The 58-campus North Carolina Community College systems offers many degree programs relevant to business and financial services including:
 - Accounting
 - Business Technologies
 - Entrepreneurship
 - International Business
 - Operations Management
 - Electronic Commerce
 - Marketing and Retailing
 - Banking and Finance
 - Customer Service
 - Financial Services
 - Logistics Management
 - Business Administration
 - Human Resources
 - Public Administration
- **Delighting Customers for Call Centers** is an intensive training program offered by the NC Community College System designed to help professionals learn to build customer loyalty with even the most challenging customers while increasing productivity and quality. Students master best practices in the customer service industry including:
 - Greeting, holding and transferring
 - Tone of voice, articulation and conversational flow
 - Aligning, empathy and listening
 - Problem-solving, questioning and solution exploring
 - Explaining and requesting to gain acceptance
 - Saying no, providing unpleasant information and negotiating solutions
 - Resolving complaints and saving lost customers
 - Taking responsibility and ownership of all customer requests
 - Advanced voice-mail, conferencing, screening and messaging techniques

NORTH CAROLINA – PROGRESSIVE IN FINANCIAL SERVICES

In 1929, North Carolina became one of the first states to authorize statewide branch-banking by act of the General Assembly. This allowed banks to become larger than those in most other states, because most other states limited banking activity to one county. Later the North Carolina banks lead the charge to permit inter-regional banking and were in a position to grow through aggressively pursuing the acquisition of banks in other states. Due to the foresight of the General Assembly in 1929, North Carolina has emerged as one of the nation's epicenters for financial services, ranking as the second largest financial center in the United States.





WE ARE HOME TO NUMEROUS INDUSTRY LEADERS

FINANCIAL SERVICES

- **American Express**, the leading global payments, network and travel company founded in 1850, has a major customer service center in Greensboro
- **Arrowpoint Capital Corp.**, which acquired the US insurance operation of Royal & Sun Alliance Insurance Group in 2007, is headquartered in Charlotte
- **BB&T**, one of the 20 largest banks in the US, is headquartered in Winston-Salem and has significant operations located in Charlotte, Raleigh and Wilson
- **Bank of America**, the second largest bank in the US, is headquartered in Charlotte
- **CitiCards**, part of the leading global financial services company with some 200 million customer accounts in more than 100 countries, operates a call center in Greensboro
- **Credit Suisse** operates one of four Centers of Excellence in Research Triangle Park, focused on operations and IT support
- **Fidelity Investments**, one of the world's largest providers of financial services, has a customer service center along with its IT and employer service functions in Research Triangle Park
- **First Citizens Bank**, one of the largest family controlled banks in the country, is headquartered in Raleigh
- **Genworth Financial Mortgage Insurance**, a division of Genworth Financial, is headquartered in Raleigh
- **LendingTree**, the leading online lending and realty services exchange, is headquartered in Charlotte
- **RBC Bank** a subsidiary of Royal Bank of Canada, is headquartered in Raleigh and has an operations center in Rocky Mount
- **Republic Mortgage Insurance Corporation** has a large insurance processing facility located in Winston-Salem
- **TIAA-CREF** has a major operations, data and customer service center in Charlotte
- **Transamerica**, a member of one of the world's leading life insurance and financial services organizations AEGON, established national operations in Charlotte
- **Triad Guaranty Company** provides private mortgage insurance to residential mortgage lenders and credit enhancement solutions to the capital markets from its Winston-Salem headquarters
- **Wachovia Corporation**, the fourth largest bank in the US, is headquartered in Charlotte and has mortgage service offices in Charlotte, Raleigh and Wilmington in addition to a service facility in Greenville

BUSINESS SERVICES

- **American Airlines** has a reservation center in Cary
- **AT&T**, the nation's largest broadband provider, has a broadband technical support call center in Goldsboro
- **Convergys** helps clients recruit, service and retain customers and employees using innovative technologies, in two facilities in Charlotte in addition to operations in Greenville and Jacksonville
- **Microsoft** has its second largest US presence at its customer service center in Charlotte
- **Replacements Ltd.**, a china, crystal and silver retailer, receives up to 10,000 telephone calls each day at its customer service center in Greensboro
- **Residential Capital**, a division of GMAC Financial Services, maintains a call center in Charlotte
- **Site1** provides fully integrated customer care and back office processing services at a facility in Charlotte
- **US Airways** operates a large customer service center in Charlotte
- **Verizon Wireless** has a \$29 million call center in Wilmington

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