

## The employment scene on PEI

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# An inside look at a long-standing PEI call centre

by Stella Shepard

Information Technology

“**A**dvantage Communications Inc. has established a reputation for integrity and trust not only with our clients but with our employees as well,” says **Ryan White**, who has been the Director of Human Resources since 2000. “It’s the foundation the company has been built on.”

Advantage currently operates out of Charlottetown and Souris, with both centres offering customer and technical support plus other related services. The organization has been in operation since 1996 and opened their doors in Souris in 2003.



**Ryan White, Director of Human Resources at Advantage Communications, says building a successful relationship is the key to retaining and recruiting staff.**

## Challenges of hiring

“The labour drain to western provinces in recent years has been challenging,” says Ryan. “We have also faced increased competition in the labour market with a number of businesses relocating to the greater Charlottetown and surrounding areas.”

## Work setting is very positive

“I love working for this company because of the atmosphere and the people I work with,” says Ryan. “The company has created a positive atmosphere that provides staff with a sense of well-being and community rather than just a work setting. Working relationships are built on respect, honesty and trust.”

“The company offers many activities and events. It’s an opportunity for all staff to have fun together while building a better line of communication. I receive feedback from our staff all the time. They say they feel very welcome and have a sense of belonging in the atmosphere we have created.”

## Working from home

“Our work-at-home program has been very successful in retaining staff. The program started three years ago and it provides the opportunity for staff to work from their home.”

## Job opportunities

“I am currently in the process of recruiting to fill 15 more entry-level positions which can be placed in either our Charlottetown or Souris locations,” says Ryan.

“Comprehensive classroom and on-the-job training is provided for all employees. Employees receive coaching and feedback on a regular basis, furthering the development of their skills.”

## Encouraging staff to advance

“We want to see all of our staff grow within our organization, whether it be through skills development or advancement opportunities. It is our goal to help our staff find the right career fit for themselves and help them realize their maximum potential. We encourage all of our staff to seek advancement opportunities within our organization.”

“Many members of our organization have been able to advance into various management roles which have been very fulfilling to both their personal and career growth. Since joining Advantage, I have had the opportunity to grow through several roles and into my current position as Director of Human Resources.”

For more information about **Advantage Communications Inc.**, contact **Greg Stapleton** at 892-1585 ext. 2012 or visit [www.advantagecall.com](http://www.advantagecall.com)

