



**State Data Center
Census Information Center
Training Conference**

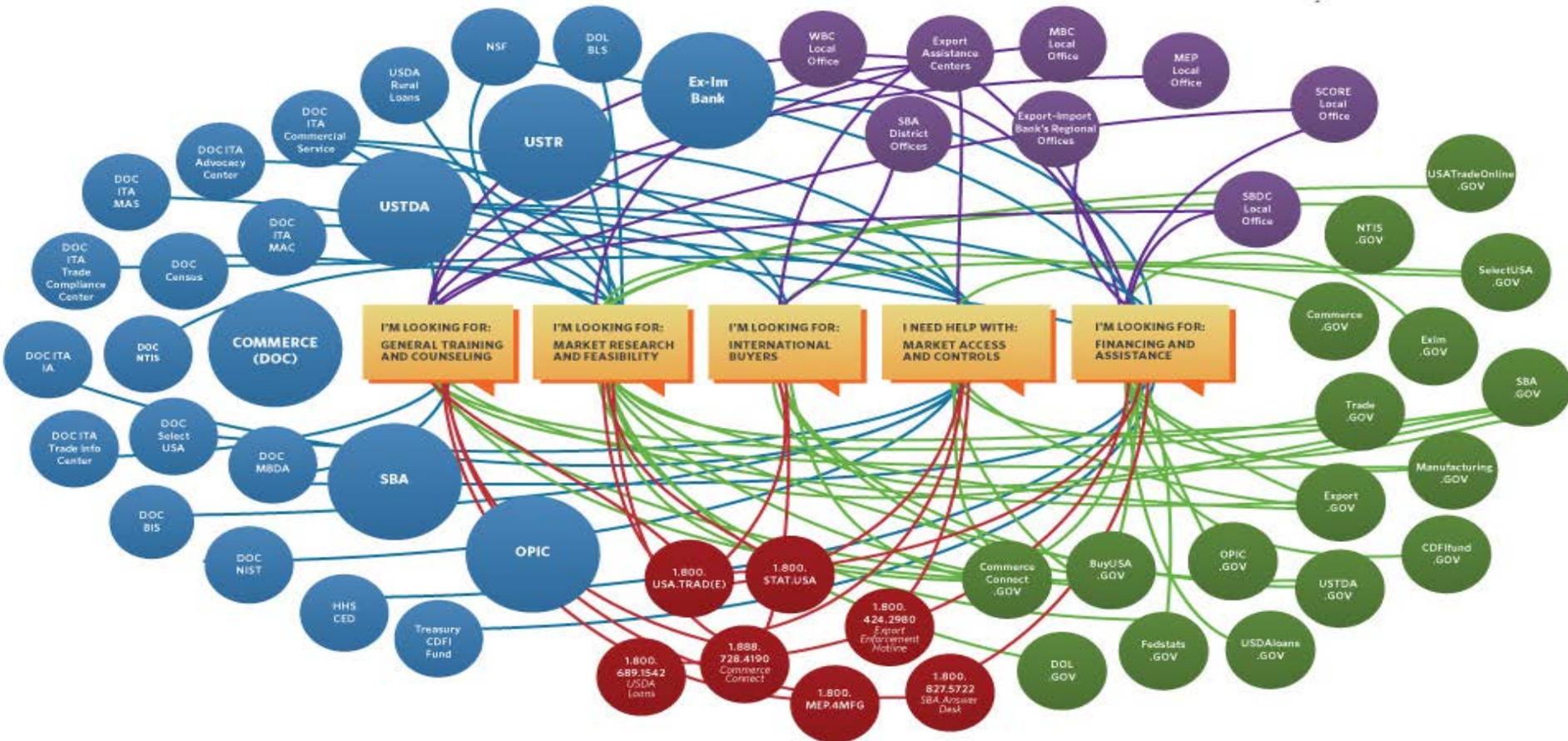
October 17, 2012

Launch



The Challenge

NOW: A BUSINESS LOOKING FOR GOVERNMENT RESOURCES STARTS HERE



The Solution

NEXT: MAKING IT EASIER TO DO BUSINESS IN AMERICA

1 DEPARTMENT

1 WEBSITE

1 HOTLINE

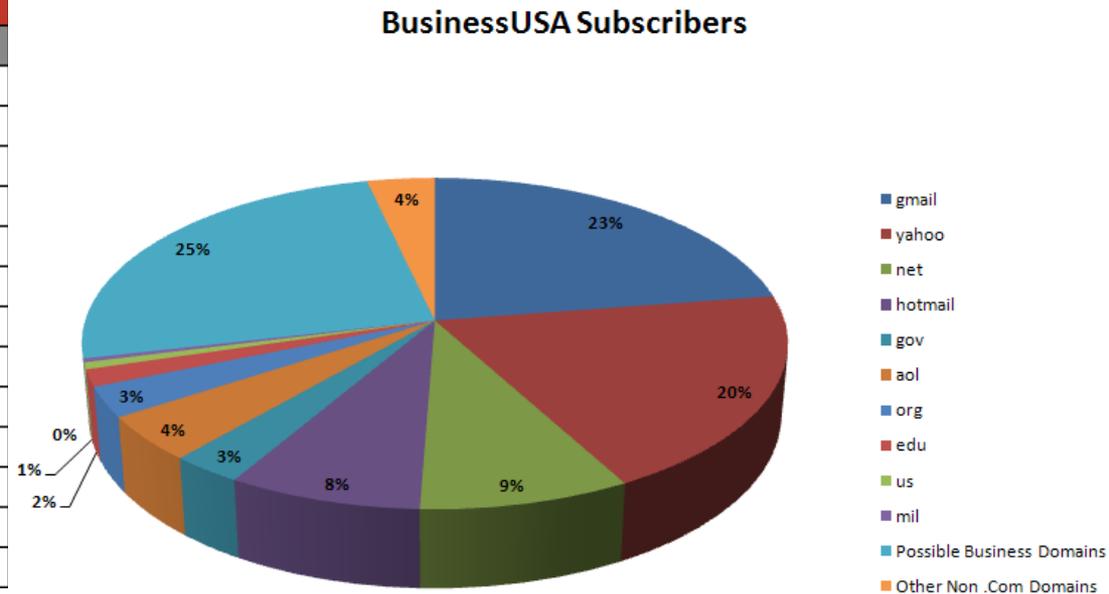
BusinessUSA

LEARN MORE AT WHITEHOUSE.GOV

BusinessUSA Subscribers

Gmail, Yahoo, Hotmail, & AOL make up 55% of total subscribers

BusinessUSA - Subscribers - Domains by %		
Domain	# Subscribers	% of Total
gmail	7,906	23%
yahoo	6,846	20%
net	2,980	9%
hotmail	2,741	8%
gov	1,013	3%
aol	1,549	4%
org	1,037	3%
edu	578	2%
us	233	1%
mil	129	0%
Possible Business Domains	8,793	25%
Other Non .Com Domains	1,244	4%
Total	35,049	100%



Next Steps: Re-Designed Website

BusinessUSA^{BETA}
Official website of the United States Government

Resources Events State & Local About Us Contact us

Start Searching

 Start a Business	 Begin Exporting	 Expand Exporting
 Grow Your Business	 Access Financing	 Find Opportunities

Request an Appointment
Get help at your Resource Center

OR

Locate the closest resource center



Follow Us



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★ SUCCESS STORIES



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📊 QUICK FACTS

5.2 Million

The number of Americans employed by majority-owned U.S. affiliates of foreign companies in 2010.

Second Quick Fact

The number of Americans employed by majority-owned U.S. affiliates of foreign companies in 2010.

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Next Steps: Contact Center Pilot

➤ Phase I Oct 29th - 1-800-FED-INFO “warm” hand-off

Phase I – BUSA Tier One Contact Center Support

Answering telephone and e-mail inquiries on a variety of business-related topics, including but not limited to small business owners looking for opportunities to expand their business, individuals looking for entrepreneurial business opportunities or business programs, financial or grant assistance for small businesses, assistance with intellectual property matters, data and information to support business decision making.

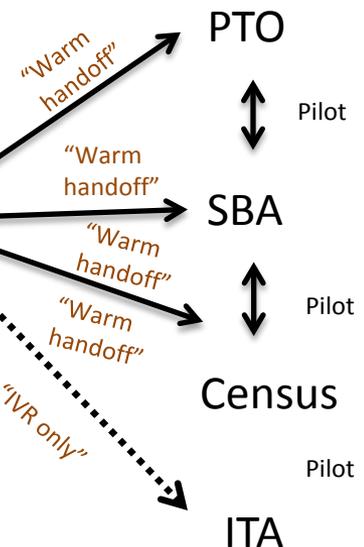
Phase I – (a) One-way warm transfers from BUSA to BUSA Partner Agencies

The NCC will transfer calls to the following partner agencies

- U.S. Small Business Administration
- U.S. Department of Commerce, U.S. Census Bureau
- U.S. Department of Commerce, U.S. Patent and Trademark Office

Acme Co.
Business LLC

BUSA
NCC



Phase I – (b) - Assess the impact of warm transfers to Partner Agencies. Begin bidirectional transfers.

- Total calls transferred from NCC to Partner Agencies
- Breakout of calls transferred to each Partner Agency
- Average Call Length
- Any call processing issues

Contact Center Pilot Expansion

- Phase II - Additional warm hand-offs between partnering agencies (TBD), beginning in FY 12 and bridging into FY 13

Phase II- Addition of Partner Agencies to Warm Transfer Protocol

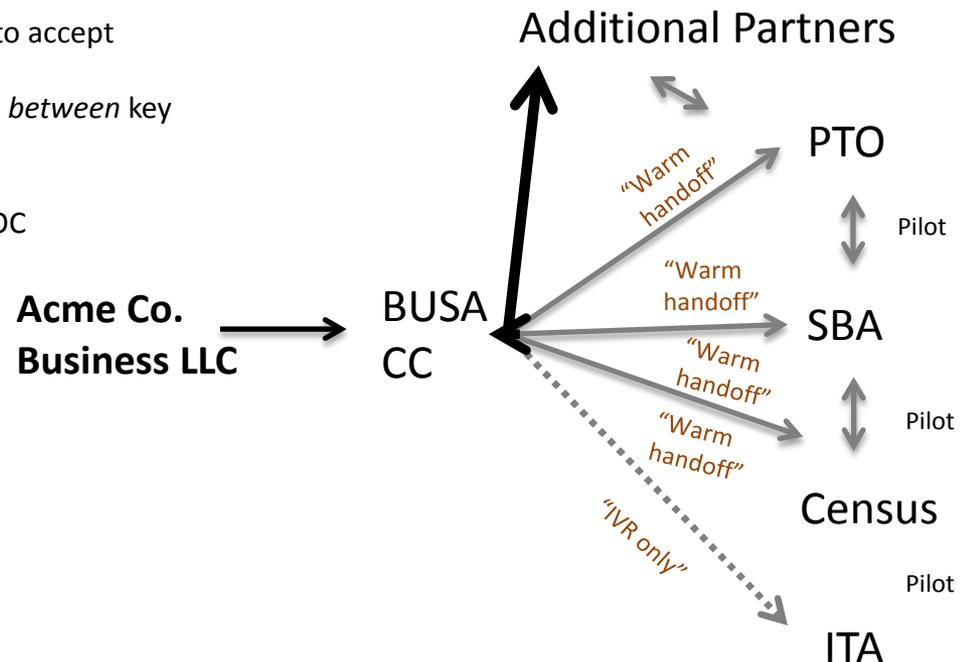
BusinessUSA anticipates adding partner agencies to the network, the BUSA CC will add partner agencies to its warm transfer procedures

Additional partners will develop their respective capacity to accept warm transfers from the identified Partner Agencies

The BUSA CC will conduct fully functioning warm transfers *between* key partner agencies.

Proposed agencies: USDA, DOL, DOD, HUD, additional DOC

Proposed date: 2 February 2013





SDC/CIC & BusinessUSA

Partner With Us!

- Visit the website at business.usa.gov
- Spread the word via your on-line digital media channels
- Feature BUSA in your newsletter
- Assist us in scheduling training webinars
- Submit feedback for continuous improvement
- Add the widget or button to your business facing websites – <http://business.usa.gov/link-to-us>
- Join the BusinessUSA community and add your resources
- Send out email blast to your business community

Thank You



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Questions