

# Today's Guest Speaker

## Tom Hoff, One Call Concepts, Inc.

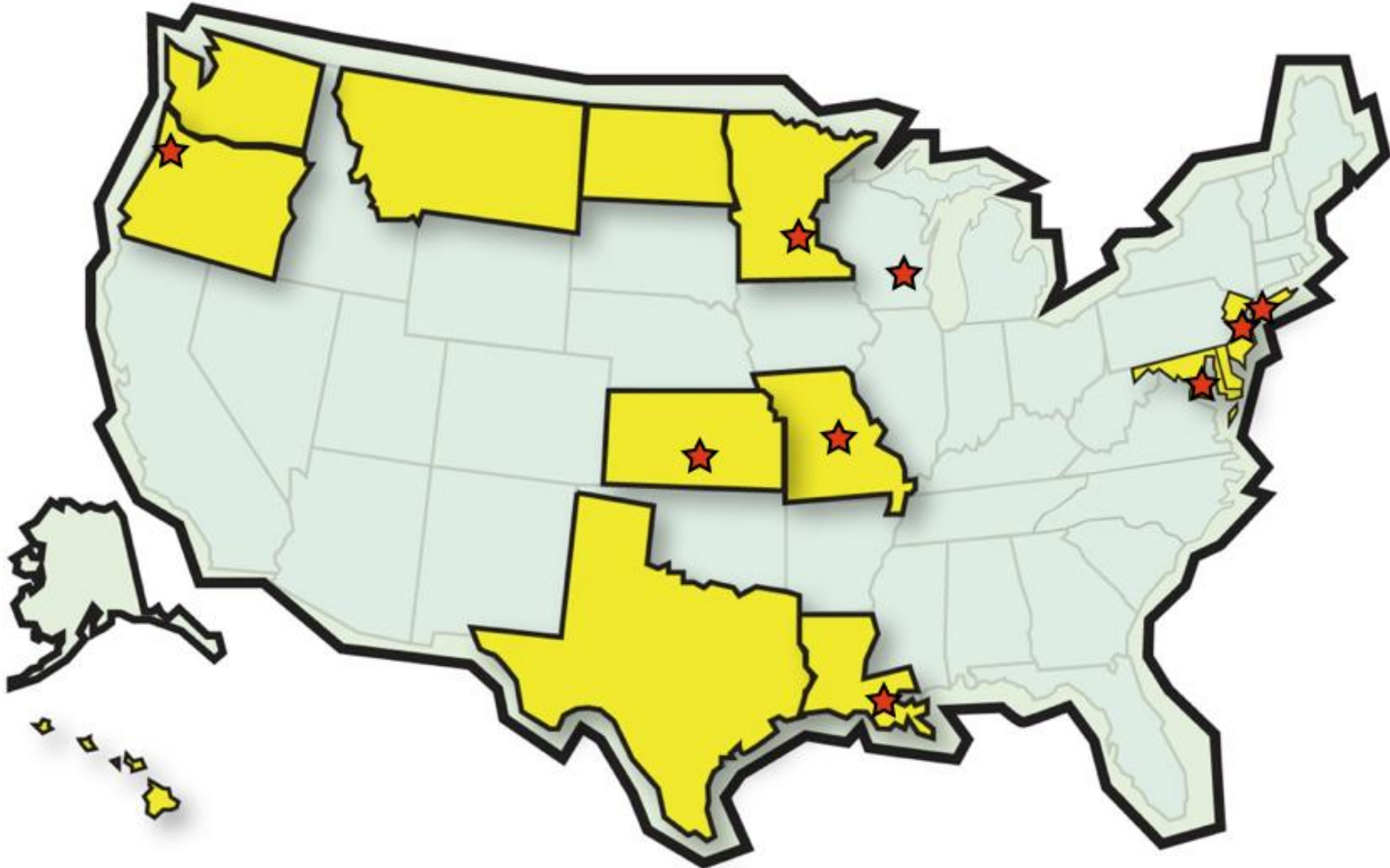
- Began career as a lineman for C&P Telephone Co. of MD in 1963
- Became a cable splicer in 1968, then a cable foreman in 1973
- Given oversight management of the Miss Utility Center in 1980
- Left C&P Telephone on December 15, 1982 and founded One Call Concepts, Inc. Miss Utility was the first contract

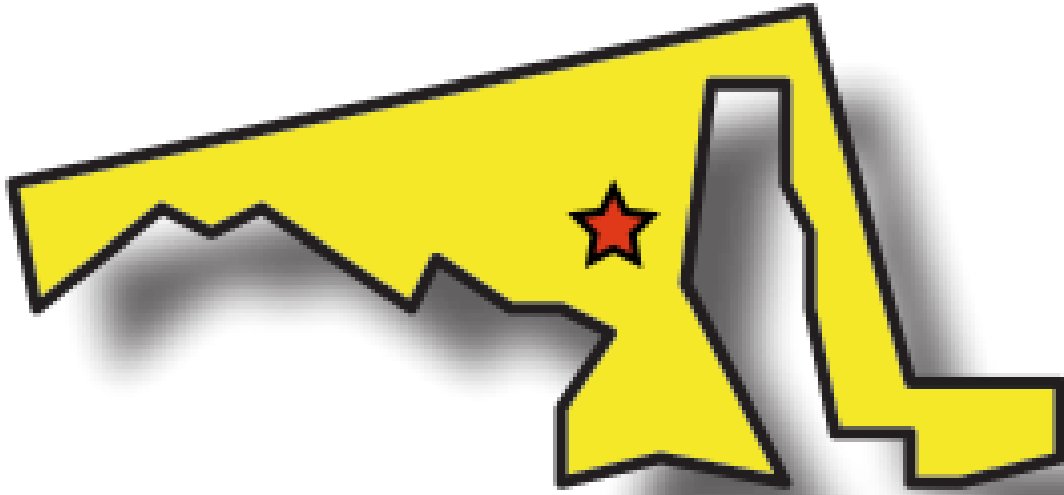
# **Today's Guest Speaker**

## **Tom Hoff, One Call Concepts, Inc.**

- One Call Concepts now serves fourteen states and the District of Columbia.

# OCC Area of Operations





The Miss Utility Center is located in Hanover, MD.

From this state-of-the-art facility, OCC serves:

- District One Call
- Miss Utility of Delmarva
- Miss Utility of Maryland

But it wasn't always that way. Let's walk down memory lane...

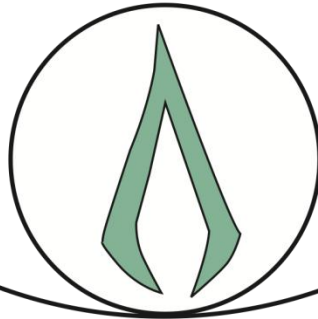
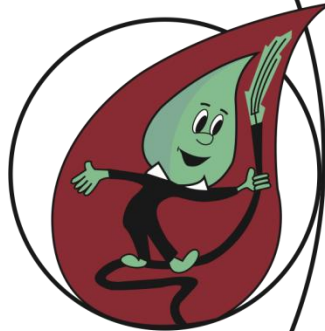
# One of the Originals

- MISS UTILITY
- MISS DIG
- O.U.P.S.

*“MISS UTILITY” REACHES ALL OF US*



**559-0100**



*TO MISS THE UTILITIES - CALL - “MISS UTILITY” 559-0100*

# Marketing : Old School

*“MISS  
UTILITY”*



**The Original Miss Utility**

# The Original Locator



# The Original Locator, Part Deux!



# The Original Marketing Plan



# The Original Miss Utility Center



# 70's Tech : Mapping System



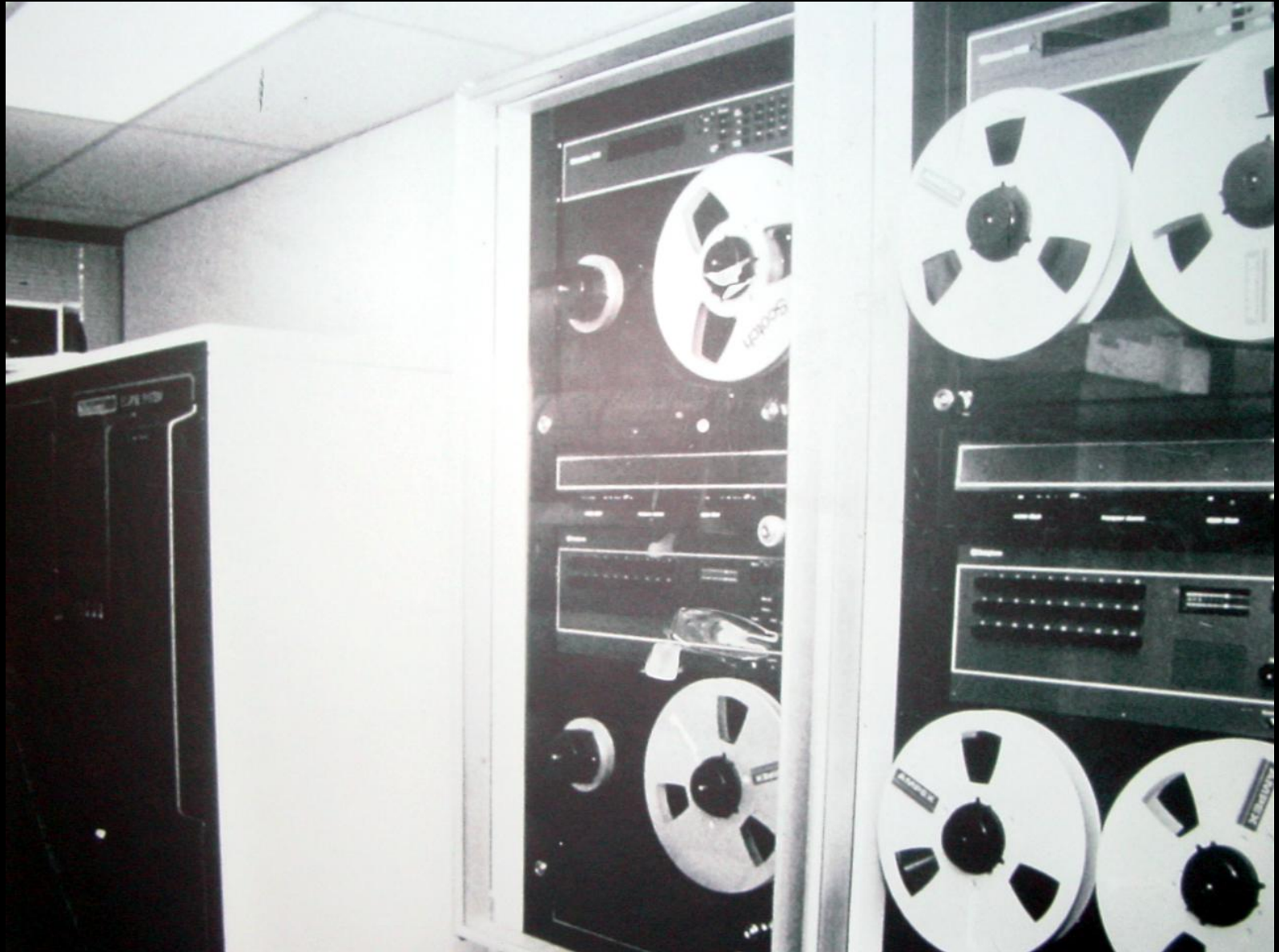
# 70's Tech : Ticket Distribution



# 1983 : The “new” Miss Utility Center



# 80's Tech : Time Stamped Voice Logger



# 80's Tech : Computerized Ticket Input

```
Update Of:      3253      EXCAVATION INFORMATION  NEW
Ticket No:     75489      Caller Id:      2418      Operator: (
-----
1) Work to Begin-Date: 3/21/89      2) Time: 08:00A      Priority: 0
3) Explosives (Y/N) : N      4) Overhead Lines (Y/N):
5) Type of Work: REPAIRING SLACK IN THE CABLE
6) Work Being Done For: C&P
7) State : MD      8) County: AA
9) City/Place: GLEN BURNIE
10) Address:      11) Street: PARKE WEST DR
12) Nearest Intersecting Street: QUARTERFIELD RD
13) Location of Work : LOC FROM POLE 68 WHICH IS LOC AT QUARTERFIELD RD
: AT PARKE WEST DR THEN GO S ACROSS QUARTERFIELD RD AND S ON THE E SI
: OF PARKE WEST DR TO WEST CT.
: ***ALL UTILS RELOCATE***
14) Remarks: IF HAVE ANY QUESTIONS CALL JOE AT 301-761-1701**
:
15) Map: AA      16) Page: 7      17) Grids: 66
18) Map:      19) Page:      20) Grids:
21) Grid Given: Y
22) Additional Terminals:
    Correct? (Y/N): 
<SHIFT>F1-Void    <SHIFT>F6-Suspend
```

# Investment and Equipment

Lots of expensive equipment and proprietary software.

Less equipment, and proprietary software.

OTS hardware, open source software, even less equipment.

**1970 - 1980**

**1980 - 1990**

**1990 - 2000+**

Tickets in, Tickets out

Greater selectivity, some remote services.

All major call center functions on internet, GIS mapping, interactivity with "smart" devices, integration of call center computer and phone system

## Benefits

# Investment and Equipment

Expensive 9" Reel to reel recorder. No date and time stamp.

Digital recorders - more easily searched and duplicated.

Call center computer and recording integrated

**1970 - 1980**

Manual search, physical copies must be matched with tickets.

**1980 - 2000**

Recordings more easily searched, digital copies can be emailed. Tickets must still be matched.

**2000 - 2010+**

Common storage pairs ticket with recording for instant results. All digital records can be emailed.

## Benefits

# Updated Marketing Plan



**“So simple, a kid could do it!”**