

Tree Rings, LLC. Named by *Entrepreneur* to List of “100 Brilliant Companies”

Entrepreneur magazine (June 2011) names Tree Rings, LLC. to its list of “100 Brilliant Companies,” and Founder Steve Shefveland announced today he is working with companies to provide customer service by connecting senior adults to their peers.

“Being named a top innovative company in the United States is a great recognition, but what’s more exciting is witnessing how well boomers and senior adults relate to their peers on the phone, and deliver an outstanding customer service experience,” said CEO Shefveland. Tree Rings boasts hiring initiatives that focus on persons between the ages of 45 and 80 years old.

Founded in 2009, Tree Rings employs “boomers” and seniors in call centers near retirement communities where they provide telephone-based customer care, sales and technical support services for companies selling to the aging adult population. Tree Rings works with company CEOs and COOs who are struggling to meet the demand for high-quality customer support for their aging and senior adult customers.

Companies that are marketing to the aging adult population have discovered that employees of Tree Rings effectively engage customers and sell a broad range of products to their senior peers – from walking canes, luxury scooters, and ergonomic garden tools to self-propelled water treadmills and telecommunications products. “A percentage of the aging adult population must work, but there is also a percentage who want to work for the social benefits of being in a call center and remaining active, so my company offers a dynamic mix of people,” Shefveland further explained.

Based in Phoenix, Arizona, Tree Rings is expanding its client base with companies seeking new ways to service their senior customers with high quality, flexible 24/7 support at a lower total cost than other U.S.-based call centers. Expansion plans include opening new centers in retirement communities to leverage a primary source of labor and provide employees an easy commute to work in their own neighborhood!

Steve Shefveland, 44, is Founder and CEO of Tree Rings, LLC., and can be reached at 602-312-8900 and by e-mail at steve@treeringsllc.com. For more information visit www.treeringsllc.com, and a recent podcast featuring the Tree Rings company via Positive World Radio Network (PWRN Radio) “The Business of Aging” program with Lori Bitter at <http://pwrnradio.net/blog/2011/05/31/the-business-of-aging-6-the-business-of-an-older-workforce/>.

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