



Economic Development Division  
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*Business. Life. Balance.*

**FOR IMMEDIATE RELEASE**

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**CITY OF EAU CLAIRE WELCOMES CUSTOMER TRAAC**

EAU CLAIRE, WI – The City of Eau Claire [Economic Development Department](#) is excited to announce that [CTI, LLC dba Customer Traac](#) has opened an office in Eau Claire. The Plymouth, Minnesota-based call center company is located in the EastRidge Center in part of the former iPacesetters office. They currently have 75 employees. The Eau Claire office will start with 30 jobs and grow to around 50.

Customer Traac has been in business since 1990 and started in customer satisfaction surveys and marketing pieces for automotive dealerships. Seven years ago, they expanded their services and began scheduling appointments as well for the automotive service dealerships.

“Customer Traac has been in an aggressive growth mode for several years, limited only by our ability to recruit skilled, enthusiastic employees. We are very excited to expand into the Eau Claire market and look forward to providing an enjoyable work environment that offers stability and personal growth opportunities,” stated Michael Stern, CEO of Customer Traac.

Customer Traac is actively hiring at all levels. They offer a competitive starting salary, a benefits package, convenient parking, and believe in promoting from within the company. The company found Eau Claire to be a great fit because of the strong work ethic of employees and the community’s location along the I-94 corridor.

Seth Hudson of the Wisconsin Economic Development Corporation (WEDC) provided the initial lead and the City of Eau Claire Economic Development staff followed up with site and community information including contacts with the Workforce Resource Center. Andrew Martin of Goldridge Companies handled the building space lease negotiations.

For information on Customer Traac, please contact them at [www.customertraac.com](http://www.customertraac.com) or call 763-553-2989.

**About the Economic Development Division:**

As a division of the City of Eau Claire, our mission is to grow local businesses, facilitate expansions, and recruit outside businesses to locate in Eau Claire in order to increase quality of living, add well-paying jobs and grow tax base.

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