

**North Carolina Inquiry Program/Call Center  
Raleigh, NC**

**NC Inquiry Program History:**

- The N.C. Tourism Inquiry Program was moved to the N.C Correctional Institution for Women (NCCIW) from the N.C. Travel and Tourism Division's downtown office in December 1989.
- The packaging / fulfillment operation, which distributes the Official North Carolina Travel Guide and other printed travel items, moved to NCCIW in 1987.
- Our mission is to promote North Carolina as a major destination by increasing revenue generated from tourism.
- Our goal is to provide the tourists and potential residents with accurate information via exceptional customer service.

**We answer calls for:**

- Travel information for Visit North Carolina (1-800-VISIT-NC)
- Information on North Carolina-sponsored Amtrak trains (1-800-BY-TRAIN)
- N.C. Department of Transportation's information and customer service lines (NC511 and 1-877-DOT-4YOU)
- Wine information (1-877-3NC-WINE)
- Leaf and fall color change information (1-866-6-LEAVES)
- Ski information (1-866-GO-NCSKI)
- Fishing information (1-888-2FISHNC)

**Operating hours are:**

- Monday through Friday 8:00 am to 8:00 pm
- Saturdays and Sundays 8:00 am to 5:00 pm
- Holidays 9:00 am to 5:00 pm.
- Closed Christmas Day

**Inmate staff training:**

- Complete successfully a four-week Travel & Tourism Class conducted by an instructor through Wake Tech. The class room is housed within our Program Building.
- They maintain their knowledge through informative presentations conducted by our tourism partners / local DMO's, all of which they share the latest developments in their area pertaining to tourism, events, attractions, lodging, etc.
- Visit NC marketing team and their ad agency Luquire George Andrews (LGA) visit the Call Center on quarterly basis. They update staff on the latest marketing campaigns and other developments to the Visit NC website which include: videos, destination photography and website information browsing changes. Additionally, they seek staff input on new Travel Guide publication content,

changes or additions to the publication and make the staff aware of the cover pages set to the Travel Guide prior to the releasing date.

- Statewide tourism development news is shared through a newsletter - NewsLink published by Visit NC tourism marketing team and shared with Call Center supervisors weekly then distributed to all the inmate operators. This is also a good tool to keep staff well-versed with developments.

#### **Information Access:**

- Inmate staff can only access the Visit NC website and the Travel Management Information System (TIMS) website. They aren't permitted to access any search engines sites, i.e. Google, Yahoo, etc. Through Visit NC, they can access information about the 100 counties listed within Visit NC and their major attractions, hotels and events.
- All material (NC Travel Guide, NC DOT Map, Civil War Trail Map) orders, bulk and other are entered through Visit NC website backend software that is linked to a USPS bulk mailer software then processed for shipping: Statewide, Nationally and Internationally (mainly Canada), Germany and United Kingdom.
- The inmate phone operators can attend only to inbound calls without the ability to make outbound calls due to prison regulations.
- Callers' names, addresses and special information requests are entered into a computer database. Inmates in the Fulfillment Section extract this information from the database, then assemble and prepare packages for shipment.

#### **DMO's attraction/hotel presentations made each year for ongoing education about the NC product.**

- The Call Center hosts up to twenty-four informative presentations per year. These presentations are conducted by local Destination Marketing Organizations (DMO) -Convention & Visitors Bureaus, Chamber of Commerce or Tourism Destination Area - all of which bring their members from local hotels and attractions. The presentations are designed to keep inmate staff educated about the latest in such destinations. These presentations are designed also for interaction opportunities that include a Q & A session with which to generate extended discussions and information / feedback sharing.

To schedule a presentation please contact Call Center Supervisor where she can provide you with all information and logistics pertaining to your visit:

Teresa Smith

Telephone: 919-715-5900

E-mail: [tsmith@nccommerce.com](mailto:tsmith@nccommerce.com)