



**Retrainee – Job Creation
Training Proposal for:
National Link, Inc.**

Small Business \leq \$50,000

ET15-0148

Panel Meeting of: June 27, 2014

ETP Regional Office: North Hollywood **Analyst:** E. Fuzesi

CONTRACTOR

- Type of Industry: Services

 - Number of Full-Time Employees
 - California: 43
 - Worldwide: 43
 - Number to be trained: 47

 - Out-of-State Competition: Competitors Outside CA Customers Outside CA
 - Special Employment Training (SET): Yes No
 - High Unemployment Area (HUA): Yes No
 - Turnover Rate: 18%
 - Repeat Contractor: Yes No
- Priority Industry: Yes No
- Owner Yes No

FUNDING

- Requested Amount: \$49,874
- In-Kind Contribution: \$46,099

TRAINING PLAN TABLE

Job No.	Job Description	Type of Training	Estimated No. of Trainees	Range of Hours		Average Cost per Trainee	Post-Retention Wage
				Class / Lab	CBT		
1	Retrainee SB <100	Business Skills, Commercial Skills, Computer Skills, Continuous Impr.	43	8-60	0	\$1,078	\$16.04
				Weighted Avg: 49			
2	Retrainee SB <100 Job Creation Initiative	Business Skills, Commercial Skills, Computer Skills, Continuous Impr.	4	8-60	0	\$880	\$13.37
				Weighted Avg: 40			

- Reimbursement Rate: Job #'s 1 & 2: \$22 SB Non-Priority
- County(ies): Los Angeles
- Occupations to be Trained: Administrative Staff, Customer Service Staff, IT, Sales Staff, Technician, Supervisor/Manager, Owner
- Union Representation: Yes
 No
- Health Benefits: Job #'s 1 & 2: \$3.25 per hour

SUBCONTRACTORS

- Development Services: Training Funding Source (TFS) in Seal Beach assisted with development for a flat fee of \$2,500.
- Administrative Services: TFS will also provide administrative services for the amount not to exceed 13% of payment earned.
- Training Vendors: To Be Determined

OVERVIEW

National Link, Inc. (National Link) (www.nationallink.com), founded in 1992, is an Automated Teller Machine (ATM) master distributor and certified repair center of various manufacturers, providing turn-key ATM systems including credit card terminal sales, payment processing, cash management, service, and repair nationwide. The Company serves and manages thousands of ATMs for banks, credit unions, merchants, and investors via its alliances with other industry

leader manufacturers, processors, and offers a complete package of pricing, transaction revenues and a nationwide service network.

To stay competitive, National Link is constantly working on new technologies bringing new products and services to customers, merchants and financial institutions, developing a long-term relationship with its business partners. Over the past several years; however, National Link has been challenged by a saturated ATM market, and diminishing interchange fees. To remain profitable, National Link has created a new sales website to reach new customers, create additional revenue channels through new ATM and part-replacement sales, and serve as a communication forum connecting the ATM community. Additionally, National Link is in the software development phase of creating an Internet portal for customers providing real-time access to their operational information to access data previously limited to National Link's internal database. Completion of this software tool will assist in reducing operating costs and adding more integrity to informational reporting.

National Link is also preparing for the upcoming US requirement of credit or debit cards to be issued with the Europay, MasterCard and Visa (EMV) chips. This global standard is an effort to improve security against fraud, compared to the magnetic strip technology, and facilitate interoperability between nations. Currently, eighty countries are in various stages of EMV chip migration, and by October 15, 2015, the US is scheduled to follow, requiring card readers to be EMV supported. Current ATM models are offering the EMV card reader as an upgrade option. If not included in the initial purchase, the card reader can be replaced in the field at a higher price.

With the competition for ATM market-share dramatically increasing, National Link strives for quality and excellence. The proposed training will focus on technology upgrades, innovation, and implementation necessary to remain a leader in the industry. This will be National Link's first ETP Agreement.

Retrainee - Job Creation

Due to the dramatic, industry-wide reduction of transaction processing fees over the past few years, National Link must become more aggressive in generating revenue by equipment sales. To grow the Sales Department, National Link has committed to hiring four (4) new Sales Staff (Job Number 2). To be eligible for reimbursement under this Job Number, trainees must be hired within the three-month period prior to Panel approval or during the term of contract. Training for newly-hired employees will be subject a lower post-retention wage requirement.

Training Plan

Business Skills (20%) - Training will be offered, to all staff to provide skills to work more efficiently, keep projects on track, and improve performance. Customer Service will build on trainees existing knowledge at all levels. Sales Techniques will help trainees overcome challenges, and equip them with the tools and techniques to achieve sales success.

Commercial Skills (20%) – Training will be offered to Sales Staff, and Technicians to retrain current staff on new products, such as the EMV technology, and train new Sales Staff on product features and benefits on all product lines.

Computer Skills (45%) – Training will be offered to all staff to maximize the efficiencies of computer applications in managing all sales and support activities. The Company's Great Plains Accounting Software has been underutilized due to key accounting positions that were vacated over the years and new staff has not received in-depth training on its complete functionality. Intermediate Microsoft Excel serves as adjunct to the accounting software, and

training will raise staff's accounting and process analysis skills to go beyond the generic reporting tools built into the software. Customer Relationship Management (CRM) will enable trainees to utilize the automated CRM tools available.

Continuous Improvement (15%) – Training will be offered to Administrative Staff, Customer Service Staff, IT, Sales Staff, Supervisors and Managers to help staff continuously analyze and improve current processes and operations. Training will advance trainees' problem solving skills, team building and management techniques. Project Management is designed to help trainees deliver greater results, on time and within budget. Problem Solving will provide new techniques on how to approach solutions to complete tasks more efficiently and effectively and avoid the reoccurrence of similar problems. Operations Workflows is an integral part of management training to better understand standard workflow diagramming techniques. Through proper workflow analysis staff will improve internal procedures and operational efficiencies.

RECOMMENDATION

Staff recommends approval of this proposal.

Exhibit B: Menu Curriculum**Class/Lab Hours**

8-60 Trainees may receive any of the following:

BUSINESS SKILLS

- Customer Service
- Sales Techniques

COMMERCIAL SKILLS

- Armored Vaulting
- ATM Equipment Operations
- ATM Service and Repair
- ATM Transaction Processing
- Cash Management
- Installation and Maintenance
- Inventory Management & Barcoding
- Service Procedures and Scheduling

COMPUTER SKILLS

- Advanced MS Excel
- Customer Relationship Management (CRM)
- Great Plains Accounting Software
- MS Excel (Intermediate)
- MS Outlook
- SharePoint

CONTINUOUS IMPROVEMENT

- Goal Setting
- Leadership Skills
- Operation Workflows
- Problem Solving
- Process Flow Analysis
- Project Management
- Real Time Monitoring & Reporting
- Teambuilding

Note: Reimbursement for retraining is capped at 60 total hours per-trainee, regardless of method of delivery.
