

Masthead

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Trident is hiring for new call center

A Southern Pines call-center operator is hiring 45 sales agents to staff a new center opening next month in Morrisville.

Trident Marketing, which employs 350 in Southern Pines, is opening a 6,600-square-foot facility in Morrisville in the first week of September.

The company hopes to expand the call center next year to add marketing and technology functions.

Trident, founded in 1986, specializes in helping businesses acquire customers and subscribers. Its clients include DirectTV, ADT and HughesNet, among others.

The company attributes its growth to analytical technology that allows its customers to use targeted marketing in print, online and in other media formats.

Trident is holding a career fair from 10 a.m. to 2 p.m. Saturday in Suite 900 at 2700 Gateway Centre Blvd., in Morrisville.

Trident is also expanding at its Southern Pines headquarters with planned hires in marketing positions.

Staff writer John Murawski