



YANIKA C. SMITH-BARTLEY

voice: 615.762.1009 • **efax:** 615.691.7319

yanika.smith-bartley@asurion.com

November 12, 2014

VIA E-MAIL: bill.mcentaffer@state.sd.us

VIA FACSIMILE 573-751-9528 /U.S. MAIL

Bill McEntaffer
700 Governors Drive
Pierre, SD 57501-2291

Dear McEntaffer and Members of the Dislocated Worker Unit,

This notice is provided as required by the Worker Adjustment and Retraining Notification Act of 1988 (WARN).

Asurion LLC ("Asurion" or the "Company") will be permanently moving its Direct TV operations out of its Rapid City facility at 1400 Turbine Drive, Rapid City, South Dakota 57703. This restructuring has been prompted by the company's decision to transition Direct TV operations in Rapid City to a Work at Home operation.

This action is expected permanently to impact approximately 199 associates and 26 managers. The Company expects to begin eliminating positions effective January 15, 2015.

Internal bumping rights do not exist with respect to the position eliminations. Impacted employees will have an opportunity to apply for openings within Asurion.

Attached is a list of job titles and number affected within each job title. The anticipated termination date for the salaried and hourly workers who will not be hired for positions within Asurion is January 15, 2015. Please note that due to the effort Asurion is undertaking to ensure that many impacted employees as possible will have offers of employment within Asurion, it is impossible to predict with certainty which employees will ultimately be affected or the exact order in which individual employees will be separated.

The company will ensure that employees will be paid all earned wages and agreed upon benefits at the time of their termination.

The information contained in this letter is based on the best information available to the Company at this time. As permitted by 20 C.F.R. §639.7(f), the Company maintains other information required by 20 C.F.R. §639.7(e) on site and readily accessible. For further information or to review the material required by 20 C.F.R. §639.7(e), please contact me at 615-762-1009.

Sincerely yours,

A handwritten signature in blue ink, consisting of a stylized 'Y' followed by a horizontal line and a small circular flourish.

Yanika C. Smith-Bartley
Senior Director, Employment Counsel

Enclosure

cc: Mayor Sam Kooiker

Asurion LLC Affected Job Titles

Job Title	# of Individuals
Administrative Assistant - Care	1
Administrative Specialist	1
Call Center Supervisor	15
Case Management Representative	25
Customer Care Representative	53
Customer Care Representative I	77
Customer Care Representative II	31
Customer Experience Analyst	4
Director Care	1
Facilities Specialist II	1
HR Acting Exempt	1
HR Business Consultant	1
Manager Performance Development	1
Manager Call Center Operations2	
Manager Facilities	1
Operations Engineer 2	3
PC Support Sr Specialist	1
People Services Coordinator	1
Receptionist - Care	1
Sr Manager Care Operations	1
Training & Development Specialist	5
Grand Total	227



Rapid City call center closing, fate of 232 workers uncertain

NOVEMBER 13, 2014 5:15 AM • SCOTT FELDMAN JOURNAL STAFF

The Asurion call center that employs 232 people in Rapid City will shut down its physical location on Jan. 15, the company said Thursday, though it wasn't immediately clear how many employees may lose their jobs.

According to a news release sent by the company late Thursday, the call center at 1400 Turbine Drive, Suite 100, opened in 2006 and currently employs 232 associates. Calls made to the company representative seeking more information were not returned Thursday.

In the release, the company said "eligible employees" will have the opportunity to re-apply for a position at Asurion@Home, the company's work-at-home customer care program.

It was not stated how many employees are eligible to apply for these positions and how many people may lose their jobs.

The release stated that people who do not transition to the Asurion@Home will be provided with severance packages and schedule flexibility to allow employees to search for other employment.

Asurion, based in Nashville, Tenn., provides a range of services related to providing insurance protection for phones and other technological devices, according to the company website. For example, the firm provides replacement or repair insurance for phones or other devices that are damaged by users.

The company also said it will provide career counseling and reach out to other Rapid City-area companies to help identify area job openings.

"We continue to carefully examine how we improve our service delivery to customers, improve efficiencies, and maximize the talents of our associates," Bettie Colombo, Asurion spokesperson, said in the release.

"The Asurion@Home program has proven very successful for employees, providing greater flexibility, generating higher rates of job satisfaction, reducing absenteeism and turnover; while also increasing efficiency and delivering superior customer care. We are hopeful that a large number of associates will transition to Asurion@Home or other Asurion positions," she said.