



## **MEDIA ADVISORY**

**For Immediate Release**

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### **North Central Sight Services, Inc. Launches Customer Support Center**

*New Call Center Specializes in Outbound Campaigns and Creates Jobs for People Who Are Blind or Visually Impaired*

**Williamsport, PA — July 17, 2025** — North Central Sight Services, Inc. is proud to announce the official launch of its **Customer Care Center**, a call center specializing in **customized outbound calling campaigns** for both B2B and B2C clients. This initiative is part of the organization’s ongoing mission to empower individuals who are blind or visually impaired through meaningful employment while providing a valuable service to the business community.

Designed to support the customer service and outreach needs of businesses across industries, the Customer Care Center provides **high-quality outbound call services**—including lead generation, customer retention, satisfaction surveys, and appointment setting. Each campaign is fully customized to align with the specific goals and expectations of each client.

**“Our Customer Care Center is more than just a service—it’s a solution with purpose,”** said Kim Zimmer, President/CEO of North Central Sight Services, Inc. “We’re not only helping businesses strengthen their customer relationships—we’re also creating sustainable employment opportunities for individuals who are blind or visually impaired. It’s a win-win.”

#### **Key Features of the Customer Care Center include:**

- Outbound B2B and B2C calling services
- Campaigns tailored to meet unique client objectives
- Professional, local customer service representatives trained in customer care best practices
- A socially responsible approach to business

#### **About North Central Sight Services, Inc.**

North Central Sight Services, Inc. is a nonprofit organization committed to enhancing the lives of individuals who are blind or visually impaired by providing exceptional programs, employment, and services. The organization supports a variety of mission-driven initiatives that promote independence, dignity, and quality of life.



North Central Sight Services has long been a leader in advocating for and employing individuals with visual impairments. The Customer Care Center extends that legacy by offering a service that merges commercial excellence with social impact. Businesses interested in launching a customized campaign or learning more about the Customer Care Center can visit [ncsight.org](https://ncsight.org) or call 570-599-8753.

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