



InTHEknow360 podcast. Annette Atoigue Showing Love Full Circle. Global Voices with Richard Blank

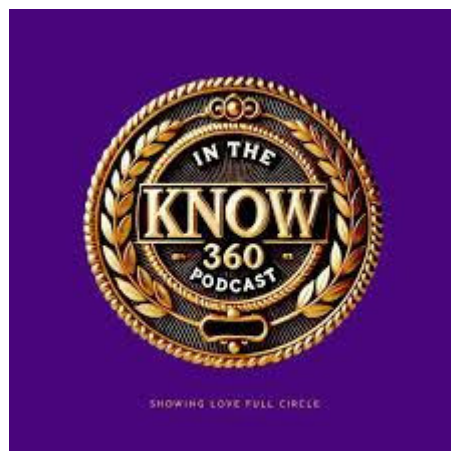
In this episode, Richard Blank CEO of Costa Rica's premier call center, takes us on a journey from his humble beginnings to becoming a leading figure in the global telemarketing landscape. With over two decades of experience.



Welcome to InTHEknow360, your go-to podcast for exclusive insights into the lives of thriving entrepreneurs, music luminaries, authors, filmmakers, athletes, and artists.



Hosted by Annette Atoigue, CEO and founder of InTHEknow360, our podcast transcends traditional interviews—it's a journey into the secrets of success through the lens of community.



InTHEknow360 is also a leading publicity firm dedicated to amplifying the voices and stories of our clients across various industries. We help individuals and brands shine in the spotlight.

Join us for candid conversations with trailblazers who share their journeys, challenges, and triumphs.



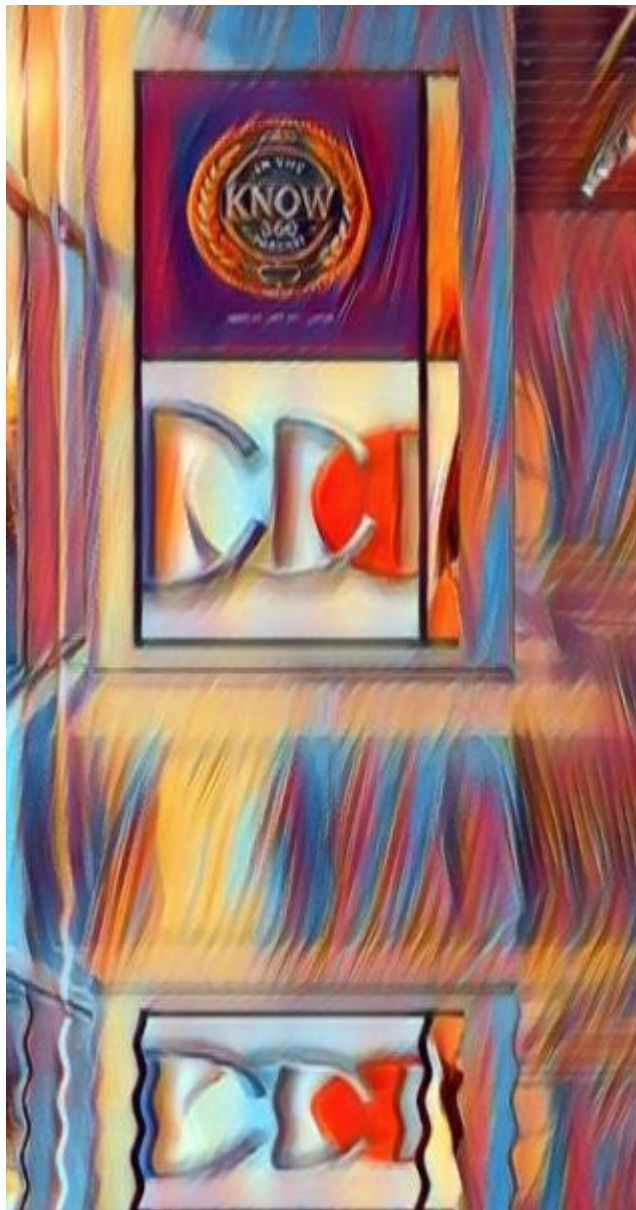
Each episode blends inspiration with practical advice, empowering listeners to unlock their potential and make a meaningful impact. Whether you're an aspiring entrepreneur or a seasoned professional, InTHEknow360 offers something for everyone. Tune in and explore the transformative power of connection and community on the path to success.



In this episode, Richard Blank CEO of Costa Rica's premier call center, takes us on a journey from his humble beginnings to becoming a leading figure in the global telemarketing landscape. With over two decades of experience, Richard has built a reputation as a top-tier trainer, consultant, and visionary in bilingual customer service solutions.



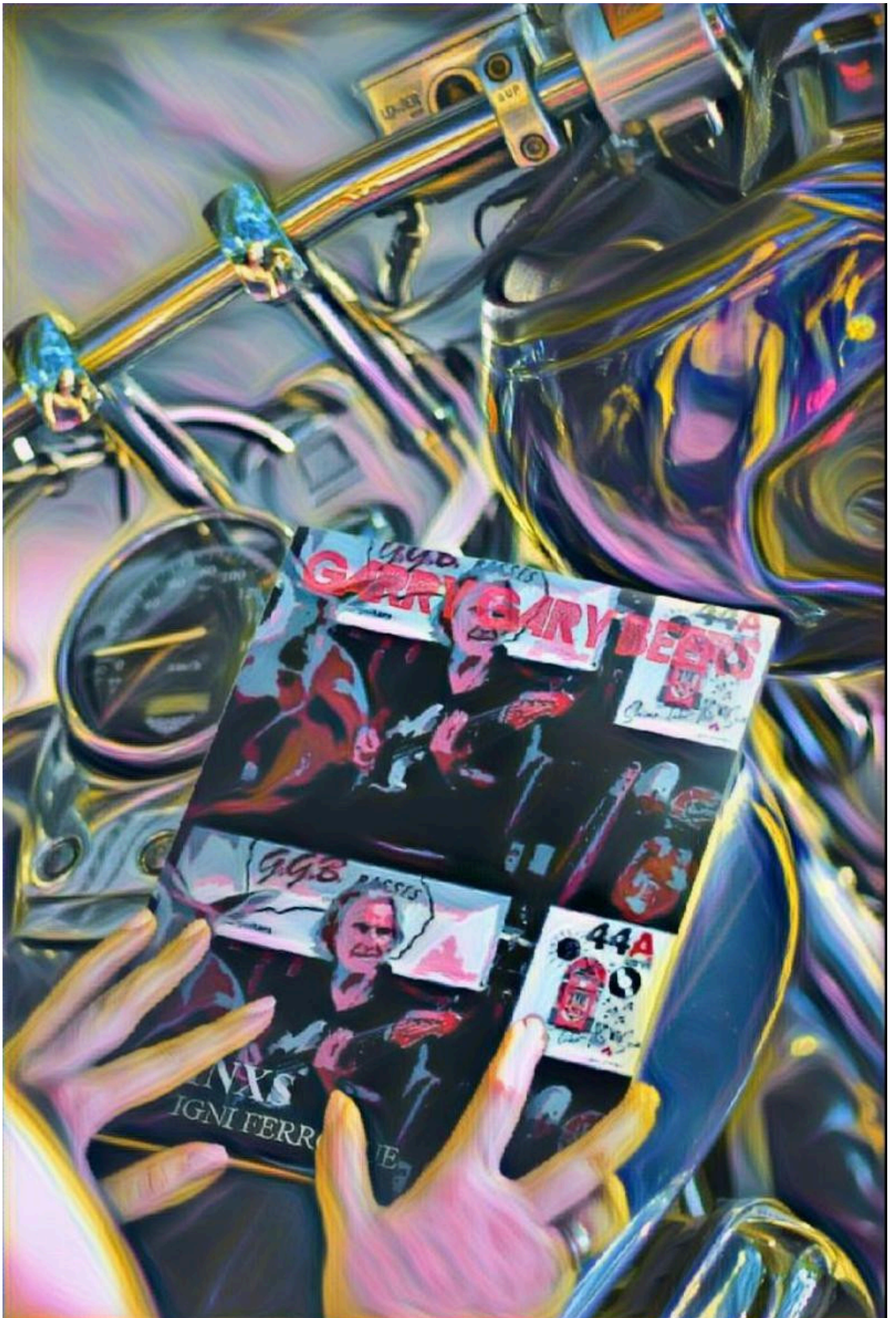
From his early days training over 500 employees to collaborating with international organizations like the Pacific Rim Chamber of Commerce and Solo Telecommunications, Richard dives deep into the world of offshoring, bilingual communication, and strategies behind running a successful call center.



Whether you're a startup, scaling business, or large enterprise, Richard provides invaluable advice on how to enhance your customer service operations, optimize your telemarketing strategy, and tap into Costa Rica's growing role in global telecom.



Tune in for expert insights, behind-the-scenes stories, and fresh perspectives that will inspire you to innovate and grow in today's fast-paced business world. Stay InTHEknow and get empowered with knowledge you can use today.



Richard Blank hired bassist Garry Gary Beers of INXS.



InTHEknow360, Annette Atoigue, Richard Blank, Costa Rica's Call Center, Outsourcing, Telemarketing Call Centre, BPO, Nearshore Contact Center, Sales, Entrepreneur, B2B, Business, Podcast, Gamification, Leadership, Marketing, CX, Guest, Money, B2C education, BPO trainer, call centre, contact centre, contact center, trend, trending



InTHEknow360 Showing Love Full Circle

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But we're more than just a podcast. InTHEknow360 is also a leading publicity firm, amplifying the voices and stories of our clients across various industries. From strategic media placements to targeted PR campaigns, we're dedicated to helping individuals and brands shine in the spotlight.



Join us as we engage in candid conversations with trailblazers, sharing their journeys, challenges, and triumphs. Each episode offers a blend of inspiration and practical advice, empowering listeners to unlock their full potential and make a meaningful impact.



Whether you're an aspiring entrepreneur, a seasoned professional, or simply a lover of compelling stories, InTHEknow360 has something for you. Tune in and discover the power of connection, collaboration, and community on the path to success.



Welcome to InTHEknow360, your go-to platform for the latest insights and expert conversations on the world's most impactful trends, industries, and innovations. In this special

edition of InTHEknow360, we're proud to present Global Voices: Inside Costa Rica's Call Center Revolution.



Annette Carmelita Atoigue's career began in 1995 when she joined the U.S. Army Reserve, where she served as an administrative specialist for four years. She then spent three years in the same role within the U.S. Army, where she honed her organizational and management skills, which led to positions as an executive assistant and an assistant facility security officer at National Security Research, Inc.; an analyst for Community Research Associates; and an office manager and government contractor with the Air Force Technical Analytical Support. Ms. Atoigue landed a job in 2007 as a Health Service Officer in the U. S. Health Service Commissioned Corps, where she was active as a surveillance epidemiologist at the U.S. Department of Agriculture up until 2016; in this capacity, she was pivotal in monitoring and managing foodborne illnesses and overall showcasing her expertise in epidemiological surveillance and public health management. Afterward, she served as a program analyst for the Center for Food Safety and Applied Nutrition within the Food and Drug Administration—her deep understanding of public health policies and regulations ensured rigorous regulatory compliance and enhanced food safety measures.

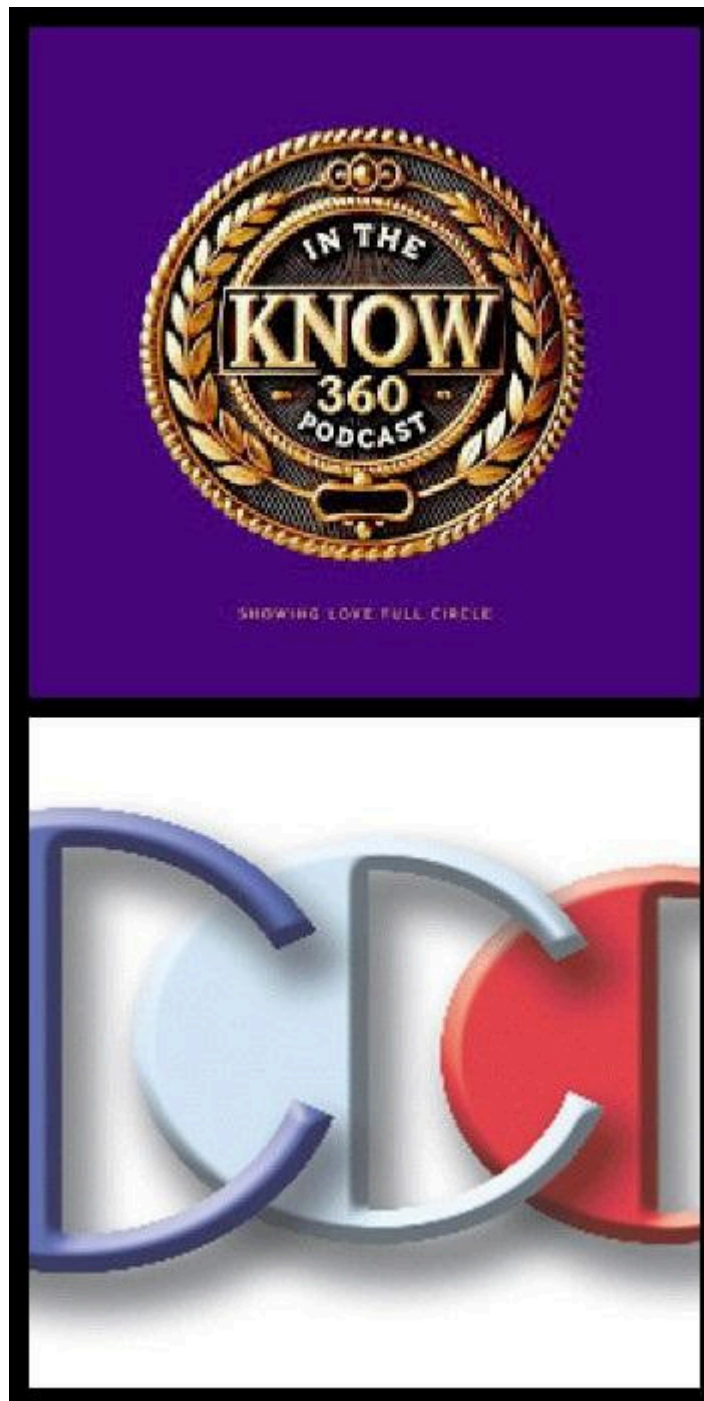


Since 2021, Ms. Atoigue has utilized her natural leadership skills as the founder and chief executive officer at InTHEknow360, a publicity firm specializing in enhancing clients' public visibility that has thrived under her control, fostering an environment conducive to both creative

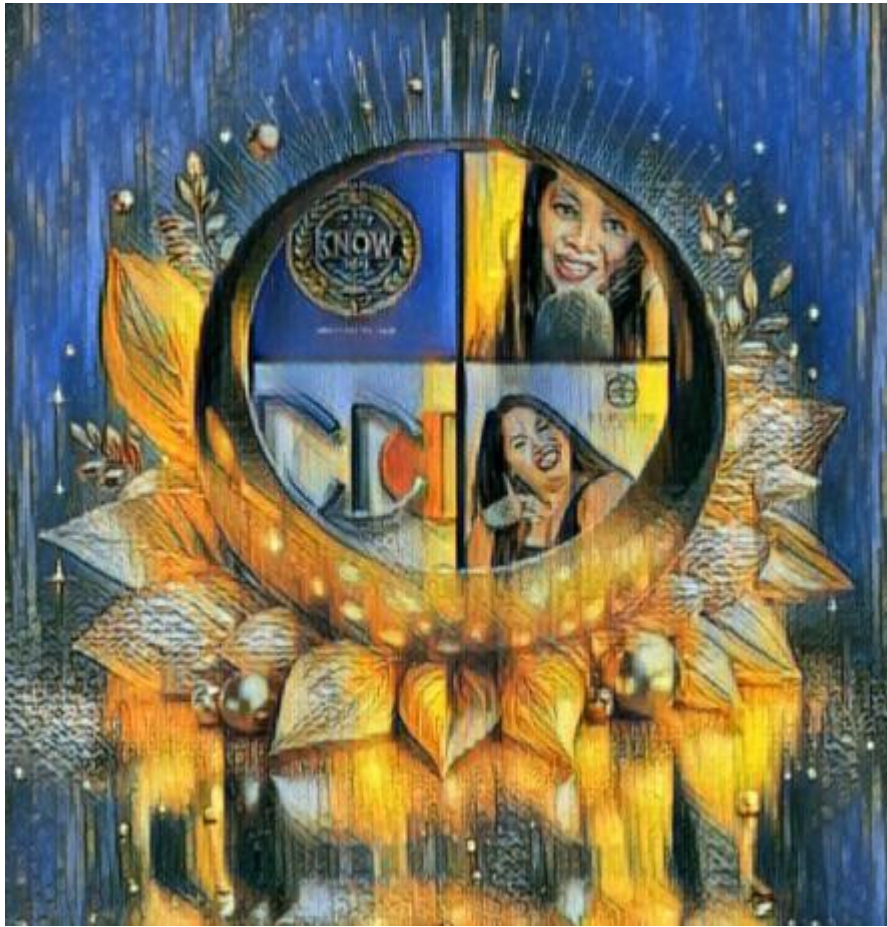
and professional growth. She and her staff pride themselves on innovative strategies and personalized approaches to each client.



In addition, she lent her services and expertise during the COVID-19 pandemic, active as an epidemiologist within the Bureau of Prisons in 2020, an operations deputy section chief at CCHQ Command Cell, and a COVID tester at the Dulles Airport in 2021. In recognition of her efforts across her multifaceted career, she has accrued a Joint Service Achievement Medal and both a USPHS Crisis Response Service Award and a Presidential Medal from President Barack Obama in 2021.



Ms. Atoigue has been active in professional organizations such as the American Public Health Association and Commissioned Officers Association. In addition, her contributions extend to civic engagement through organizations such as Rebuild Your Laugh—a nonprofit aimed at empowering individuals with adversity through laughter—and events promoting women’s economic prowess. She bolstered her professional journey by earning a Bachelor of Science in Management from National Louis University, a Master of Science in Sports Medicine from the U.S. Sports Academy, and a Master of Science in Public Health and Community Health from Walden University.



Looking toward the future, Ms. Atoigue wants to accrue an abundance of wealth so she can help people who are in need around the world.



Ms. Atoigue is the Founder and CEO of InTHEknow360, a publicity firm based in Woodbridge, Virginia, specializing in enhancing clients' public visibility. Established in 2021, her firm has thrived under her leadership, fostering an environment conducive to both creative and professional growth.

Prior to venturing into entrepreneurship, Ms. Atoigue built a distinguished career in public health. Beginning in 2007 as a Health Service Officer in the U.S. Public Health Service Commissioned Corps, she served as a surveillance epidemiologist at the U.S. Department of Agriculture until 2016. Her role was pivotal in monitoring and managing foodborne illnesses, showcasing her expertise in epidemiological surveillance and public health management.



From 2016 to 2024, Ms. Atoigue contributed significantly to food safety initiatives at the FDA's Center for Food Safety and Applied Nutrition as a program analyst and policy analyst. Her deep understanding of public health policies and regulations ensured rigorous regulatory compliance and enhanced food safety measures.

Ms. Atoigue's career journey began in 1995 in the U.S. Army Reserve, followed by active duty at the Pentagon until 2002, where she honed her organizational and management skills. Subsequent roles in executive support and analytical positions further enriched her skill set, leading to her commissioning in the U.S. Public Health Service Commissioned Corps in 2007.



Throughout her career, Ms. Atoigue has demonstrated a commitment to excellence and community service. Her educational background includes a Bachelor of Science in management, a Master of Science in sports medicine, and a Master of Public Health with a focus on community health. Additionally, she holds a project management certificate from Duke University.



Ms. Atoigue actively engages in civic activities with organizations like Rebuild Your Laugh and supports women's economic empowerment. She promotes veteran entrepreneurs at Veterans Growing America and boosts anime community outreach as a publicist for Black Lion and Cubs. Her diverse efforts demonstrate her commitment to community engagement and empowerment.



Ms. Atoigue's accolades include the Joint Service Achievement Medal and a Presidential Medal from President Obama, and recognition from the Administration of Children and Families. She is also a distinguished member of Marquis Who's Who and Pinnacle Professional Member of Continental Who's Who registry. Her journey reflects a steadfast commitment to public health, community service, and continuous personal and professional growth.



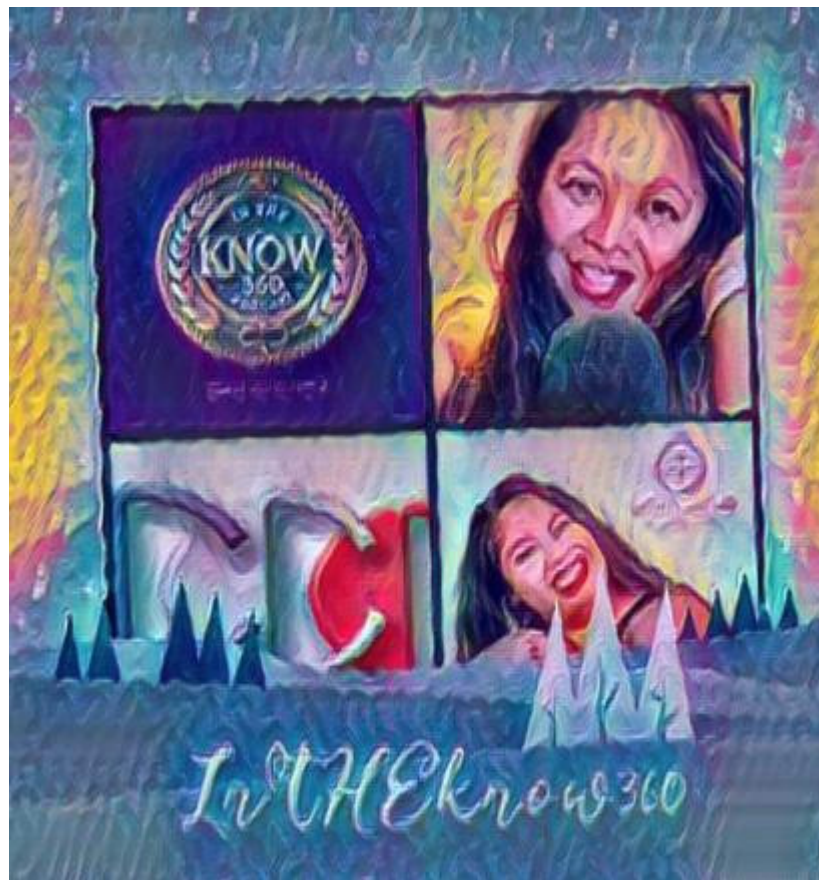
Reflecting on Leadership Mistakes and Growth

I made a huge mistake a couple of times. I didn't promote the right people and I brought in people from the outside in certain positions that were not smart. Now, IT specialists in accounting and law are fine, but you can't really bring in supervisors from the outside. They just won't earn the respect of the people, especially those that earn their stripes prior. They're going to bring in bad habits. They're going to have an attitude. It's just not going to work. And so I've also not overlooked somebody, but I know I made the wrong decisions on, on certain promotions, but here's the best part. I told you that sometimes people move on. And so some of these individuals that we had a great relationship, but they moved on. When I had the chance to bump into them a couple of years down the road, besides the beautiful greetings again and well wishes, I had to let go some weight and not have a heavy heart. So I would tell these individuals that you are incredible. I'll name 15 things I remember about them, so I'm really legit. And then I'll say, I made a huge mistake. You should have been promoted. I should have moved you to this account. I should have adjusted your schedule for you because of this or that. And I truly apologize. And then they'll go, Richard, it's cool. Don't worry about it. I go. Well, it's not like I thought about it every day, but now that I see you, I want to make sure that I do the right thing.



Empathy in Leadership

But you have some people that when they tell you their stories of living in a certain home or the pressures they have, these are the cats that get up real early and they know they got to do above and beyond the average in order to get And I notice these things. I also notice the people that say hello to me. And that's the old school leadership. I mean, you can put up numbers all you want. That's fine. But I want someone that can extend empathy, have ice cream with you, know the right thing to say at the correct time so you don't quit. And the ones where if I'm not around can take charge. I'm not here. You can pull the guy off the phone for 10 minutes and talk to him. It's okay. I just want to make sure that you're doing the right thing. But leadership is done not just by sacrifice.



The Power of Sincere Apologies and Genuine Connections

I should have moved you to this account. I should have adjusted your schedule for you because of this or that. And I truly apologize. And then they'll go, Richard, it's cool. Don't worry about it. I go. Well, it's not like I thought about it every day, but now that I see you, I want to make sure that I do the right thing. And I know you were thinking too, because we spoke about it five years ago, but let's make it right. And I'll make, and I'll do it in front of their friends or if their mom's there, and I will let the mom know amazing they were. And what does that do? Well, they're not going to come back and work for me again. That time has passed. But it takes a beautiful memory relationship. And you just added extra cheese on that one and extra sauce and whipped cream. And so you'll get a follow up email or text saying, you know, that was beautiful. You're the greatest. Can't wait to see you again. And then you made nice again. You did it again. And you said the right thing again. And so that's your reputation. Being the big boy and the big girl and saying you were sorry, or you made the right or wrong decision and that you're an incredible person. And when I think of you, I only think of nice things about you. And, um, I've had many opportunities to do the right things. I've hired thousands.



The Dessert Tray Analogy for Communication

Let me give you an analogy here. It's like me coming out with a dessert tray. They're all delicious. I'm going to explain each one and I'm going to stand back because I know you like wine. And if you're a good girl, order two, you know, and I know I've done my job and each one got its proper presentation. And if I'm confident enough to speak clearly, slowly and choose descriptive, colorful vocabulary, then chances are, Annette, you're going to pay attention to me in your attention span periods of 30 seconds. Where I can, instead of 10 minutes, it's 20, 30 second Annette calls. That's all. And I'm going to make sure that we have checkpoints, closing doors, moving forward. And I'd rather have you give me a solid four minutes than a shaky 10. I want romantic deaths on the phone where you're doing everything perfect until you don't qualify anymore. It's just... Things happen that way.

Richard Blank



Richard's journey in the call center space is filled with twists and turns. When he was 27 years old, he relocated to Costa Rica to train employees for one of the larger call centers in San Jose. With a mix of motivational public speaking style backed by tactful and appropriate rhetoric, Richard shared his knowledge and trained over 10 000 bilingual telemarketers. CEO of Costa Rica's Call Center since February 2008.



Mr. Richard Blank holds a bachelors degree in Communication and Spanish from the University of Arizona and a certificate of language proficiency from the University of Sevilla, Spain. A Keynote speaker for Philadelphia's Abington High School 68th National Honors Society induction ceremony. In addition, inducted into the 2023 Hall of Fame for Business. Giving back to Abington Senior High School is very important to Mr. Blank. As such, he endows a scholarship each year for students that plan on majoring in a world language at the university level.



Costa Rica's Call Center (CCC) is a state of the art BPO telemarketing outsource company located in the capital city of San Jose, Costa Rica. Our main focus has been, and will always be to personally train each and every Central America call center agent so that we may offer the highest quality of outbound and inbound telemarketing solutions and bilingual customer service to small and medium sized international companies, entrepreneurs as well as fortune 500 companies.



We encourage you to visit one of our call centers on your next personal vacation or business trip to Central America's paradise, Costa Rica. While you are here, we would recommend taking an extra day of your trip to visit breathtaking virgin beaches, play golf next to the ocean,

try your luck at deep sea fishing, explore tropical jungles, climb volcanos or just relax in natural hot springs. Come and see for yourself why call center outsourcing in Costa Rica is a perfect solution for your growing company and a powerhouse in the BPO industry.



<https://costaricascallcenter.com/en/outbound-bpo-campaigns/>



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