

# North South Consulting Group with Bluegrass Connect

## Company Capabilities Brief

*Delivering Call Center, Technology, and Business Solutions for Eli Lilly*

**Who We Are:** NSCG is a certified Economically Disadvantaged Woman, Service-Disabled Veteran Owned Small Business headquartered owned by Army Combat Veteran and CEO, Dr. Krista Stevens. Bluegrass Connect is a subsidiary of NSCG created exclusively to support Eli Lilly. It is a certified Service-Disabled Company owned by Chase & Krista Stevens along with two senior members of NSCG's corporate staff.

## CORE DETAILS

Approximately 300 FTE across the U.S., Guam and Puerto Rico

Three physical locations in the Elizabethtown KY region

\$26M Annual Revenue Average (NSCG)

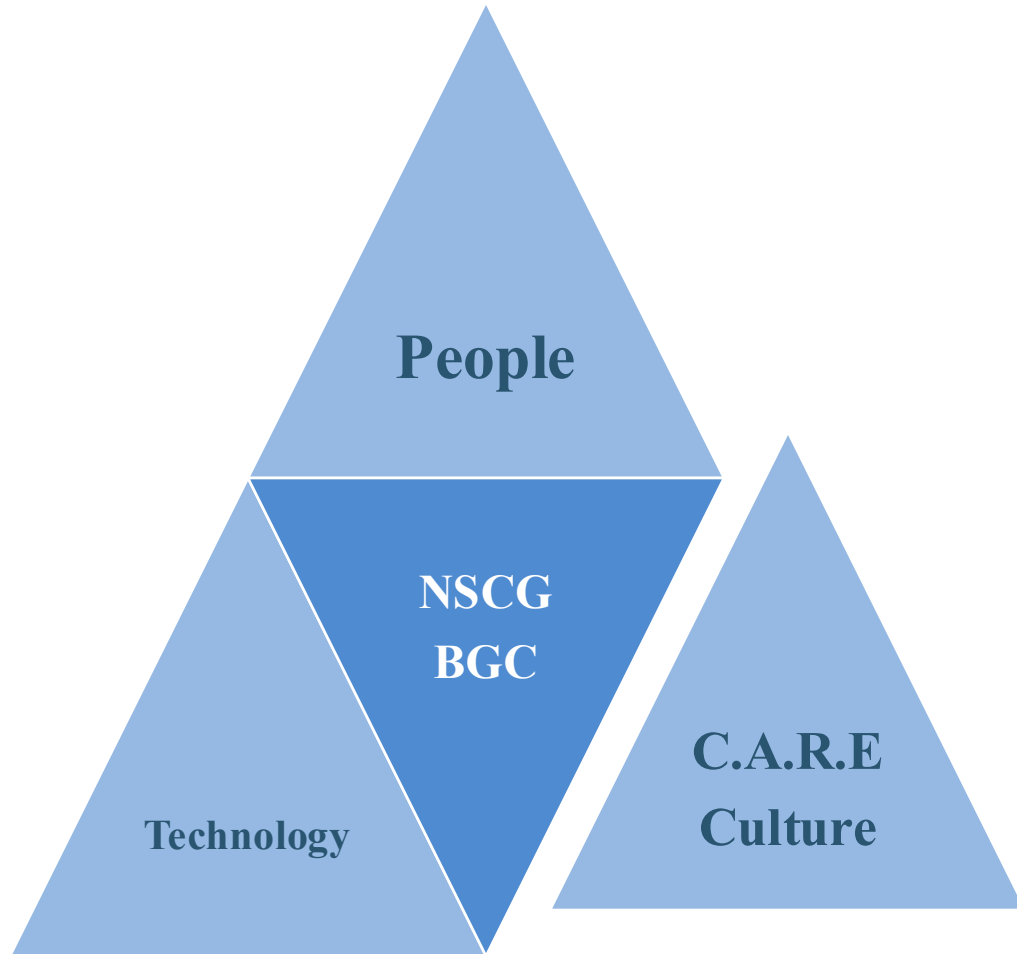
- Focus areas include call center as a service, cloud-based technology and warehousing/real-estate development



Krista Stevens  
CEO/Founder



## Where we came...



**C:ontinuous Improvement; A:ccuracy; R:espect; E:mpathy**

## ➤ Where we are and where we are going...



Chase Stevens  
CXO/Director of  
Contracts



Jason Qualls  
Chief Technology Officer



Ed Delaney  
Chief Operating Officer

## What does this mean to our customers?

- Satisfied employees provide the best service and that service results in satisfied customers.
- A properly resourced workforce is enabled to be proactive and efficient with leaders empowered to make decisions based on data driven insights.
- An internal culture of care translates directly to an external culture of care.

# Clients and Partners







- Located in Elizabethtown with nearly 50,000 combined s/f designed for scalability and client engagement at three locations
- Secure facilities with modern infrastructure including backup generators
- Dedicated warehouse space with secure, climate-controlled storage and loading docks

# NSCG and BGC Headquarters



# Compliance and Security

As a subsidiary of NSCG, Bluegrass Connect leverages a high-level Government Facilities clearance and maintains a strong security posture through industry leading certifications. Our facilities and operational infrastructure are designed to protect client data, provide a safe work environment, support high-quality service delivery, and manage warehousing activities with the same level of rigor and oversight.

## Specifics:

- Secure handling of customer data using modern cloud-based systems with built-in protections
- Compliance processes supported by leading industry certifications including:
  - ISO 9001:2015 Quality Management System Certified
  - ISO 27001:2022 Information Security Management Certified (equivalent to SOC 2 compliance)
  - ISO 20000-1:2018 IT Service Management System Certified
  - ISO 27-701 Privacy Information Management System Certified
  - CMMI Services and Development Level 3 Audited
- Physical safeguards including secure building access, cameras, and monitoring systems
- Controlled warehouse environment with procedures that ensure safe storage and accurate inventory management
- Work environment designed for focus and productivity, with private workstations and noise-reducing technology



**CMMIDEV / 3<sup>SM</sup>**  
CMMIDEV2.0 / Exp. 2024-05-07 / Approval #54132



**CMMISVC / 3<sup>SM</sup>**  
CMMISVC2.0 / Exp. 2024-05-07 / Approval #54132



# Developing and Retaining High-Performing Teams

- Led the development and launch of the Elizabethtown Community College Greater Knox Coding Academy
- Structured internship programs that develop future talent pipelines:
  - High school senior and college student paid internship program that includes every high school in the county
  - Hiring Our Heroes Partner
  - Department of Defense SkillBridge Partner
- 100% tuition reimbursement after one year with the company for higher education and certifications that enhance skills that align with company goals
- Sustainment training in both virtual and in-person formats enhanced by a digital library of relevant training designed to create a pathway for upward mobility
- Employee wellness program including mental health resources, on-site fitness resources, healthy meal prep available daily, on-site mini store



## WORK READINESS

- Pre-Employment Orientation
- Soft Skills

## SECTOR TRAINING

- Virtual Reality Career Exploration
- Ready for Industry Training

## PATH TO EMPLOYMENT

- On-the-Job Training
- Paid Internships
- Individual Training
- Connection to Local Employers

## EMPLOYMENT SUPPORT

- Follow-Up
- Workforce Related Assistance



**Hiring Our Heroes**  
U.S. Chamber of Commerce Foundation



## Greater Knox Coding Academy

Want to learn Java and Security Plus to get a good paying job in the IT field? Apply to our academy.



## CORE OFFERINGS & CASE STUDIES

## Contact Center as a Service Experience

- Omni-channel capabilities that bring AI, telephony, email, chat and social media into a cohesive experience for the target audience
- Focus on hiring Military Veterans, and providing employees with growth opportunities to enable scalability
- Rapid hiring capability through community partnerships that allow for high volume and seasonal surges in real-time
- Integration with CRM platforms to streamline case management and provide real-time analytics
- Secure environments designed for data privacy, compliance, and continuous monitoring



❖ **24/7/365 Operational Capability**  
❖ **100% On-Shore/In-Office**  
❖ **End-to-End People + Technology Solutions**

# Delivering with Excellence

Customer	Project Description	
Army Enterprise Marketing Office	<b>GoArmy Contact Center as a Service:</b> <ul style="list-style-type: none"> <li>• 24/7/365 operation</li> <li>• Handles over 1.7M calls and live chats annually + community management for eleven (11) national social media platforms</li> <li>• Manages 800,000+ data entry, direct mail and fulfillment tasks</li> </ul> <b>Amazon Connect Platform:</b> <ul style="list-style-type: none"> <li>• Manages 268 1-800 numbers</li> <li>• Tracks national marketing campaigns</li> <li>• Provides call transfers, in/outbound calls, live chat data collection/analytics</li> </ul>	<b>NSCG Integration and Support</b> <ul style="list-style-type: none"> <li>• Holistic technology + people contact center as a service solution</li> <li>• Required 80% Military Veteran or Dependent workforce</li> <li>• Uses Salesforce GovCloud and Sprinklr for holistic engagement, data management and lead capture</li> <li>• Features include reporting, call/chat playback, live listening, call queuing, leads management, leads refinement, scheduling, and digital engagement</li> <li>• 100% on-site, on-shore in Elizabethtown, KY</li> </ul>
United States Army Recruiting Command (USAREC)	<b>VRC (Virtual Recruiting and Social Media Center):</b> <ul style="list-style-type: none"> <li>• Multifaceted “Customer Service Center” for USAREC</li> <li>• Specialized support for Special Operations Recruiting Battalion (SORB)</li> <li>• Coordinates with 220 Army recruiting centers nationwide</li> </ul> <b>Recruiting Efforts:</b> <ul style="list-style-type: none"> <li>• Generates and refines over 1 million recruiting leads annually</li> <li>• Provides a digital platform for recruiters to find, influence, interview, qualify, and process future soldiers</li> </ul>	<b>Primary Resource:</b> <ul style="list-style-type: none"> <li>• Supports future soldiers from enlistment to shipment</li> <li>• Provides information on U.S. Army HR policies, pay, training, and military occupational specialties</li> </ul> <b>NSCG’s Role:</b> <ul style="list-style-type: none"> <li>• Prime contractor</li> <li>• Provides administrative, IT, and direct operational support to the VRC</li> </ul>
United States Army Cadet Command (USACC)	<b>Specialized Service Desk Solution for USACC:</b> <ul style="list-style-type: none"> <li>• Manages tickets and calls for all battalions and central headquarters</li> <li>• Built on the Salesforce platform</li> </ul> <b>Features:</b> <ul style="list-style-type: none"> <li>• Government Cloud Plus for enhanced security and compliance</li> <li>• Service Cloud Voice for integrated voice capabilities</li> </ul>	<b>Streamlined Operations:</b> <ul style="list-style-type: none"> <li>• Comprehensive user and supervisor training</li> <li>• Ensures efficient, responsive support across the organization</li> </ul> <b>Data-Driven Insights:</b> <ul style="list-style-type: none"> <li>• Provides real-time analytics and reporting</li> <li>• Enhances decision-making and operational efficiency</li> </ul>
Eli Lilly	<b>In and Outbound Call Center Support for Eli Lilly:</b> <ul style="list-style-type: none"> <li>• Dedicated to assisting Lilly customers with understanding how to afford their medications and directing them to the right resources for support</li> <li>• Piloting outbound agents for engagement with medical professionals</li> </ul>	<b>NSCG’s Role:</b> <ul style="list-style-type: none"> <li>• Supporting Eli Lilly since 2025</li> <li>• Provides on-site, on-shore trained professional contact center personnel just down the street in Elizabethtown, KY</li> </ul>

# Cloud Based Technology Implementation and IT

- U.S. (primarily Kentucky) based implementation team with high level Government security clearances
- Successful enterprise-level cloud-based implementations for Joint Special Operations Command (JSOC), Marine Forces Special Operations Command (MARSOC), U.S. Army Combat Capabilities Development Command (DEVCOM), U.S. Army Recruiting Command, U.S. Army Human Resources Command and the U.S. Army Enterprise Marketing Office
- Unique certifications the team holds include but are not limited to:
  - AWS Certified Cloud Practitioner
  - Certified Agile Scrum Master and Practitioner
  - Salesforce Certified Advanced Administrator
  - Salesforce Certified Application Architect
  - Salesforce Certified System Architect
  - Salesforce Certified Sharing and Visibility Architect
  - Scrum Alliance Advanced Certified ScrumMaster
  - Salesforce Certified Integration Architect
  - Java SE 8 Programmer; Certified Ethical Hacker EC-Council
  - Certified Scrum Developer (CSD)

Total Certifications	74
Salesforce	33
CompTIA	17
Microsoft	3
Google	2
Oracle	3

## MEET OUR TEAM



Jason Qualls

Brandon Hall

Ian Osborne

Wyatt Hatfield

James Bundrick



Aaron Kenady

Justin Smith

Landon Blair

Kelly Lewis



Tanner Hess

Erikson Welch

Don Fowler

Daniel Jarillo  
Gutierrez



# Delivering with Excellence

Customer	Project Description	
Army Enterprise Marketing Office	<b>GoArmy Contact Center as a Service:</b> <ul style="list-style-type: none"> <li>• NSCG designed, built, and sustains the Army's 24/7/365 recruiting intake hub.</li> <li>• Manages over 1.2M calls, chats, and social interactions annually</li> <li>• Salesforce IL4 GovCloud integrated with Amazon Connect for omnichannel recruiting</li> <li>• CRM Analytics dashboards track recruiter performance, ROI, and lead flow</li> <li>• Automated case routing, fulfillment, and sentiment analysis across all channels</li> </ul>	<b>NSCG Role &amp; Impact</b> <ul style="list-style-type: none"> <li>• Delivered IL4-compliant Salesforce + AWS GovCloud platform</li> <li>• Engineered full DevSecOps pipeline for secure, continuous releases</li> <li>• Reduced candidate response time from days to minutes</li> <li>• Provided leadership real-time visibility into nationwide recruiting performance</li> <li>• Supporting secure, on-shore recruiting operations</li> </ul>
Joint Special Operations Command (JSOC)	<b>Recruiting and Case Management System</b> <ul style="list-style-type: none"> <li>• NSCG developed a secure, end-to-end recruiting and applicant tracking system</li> <li>• Replaced fragmented legacy tools with a unified Salesforce platform</li> <li>• Built workflow-driven assessments, evaluation tools, and document automation</li> <li>• Enforced role-based access aligned with classified mission requirements</li> <li>• Delivered dashboards for recruiter performance and pipeline visibility</li> </ul>	<b>NSCG Role &amp; Impact</b> <ul style="list-style-type: none"> <li>• Designed, developed, and deployed the platform in IL-4</li> <li>• Improved recruiter efficiency and reduced candidate processing timelines</li> <li>• Enhanced leadership oversight for mission-critical staffing operations</li> <li>• Provide continuous sustainment and enhancement</li> </ul>
Marine Forces Special Operations Command (MARSOC)	<b>Salesforce Recruiting Platform</b> <ul style="list-style-type: none"> <li>• Designed and developed end-to-end Salesforce recruiting platform</li> <li>• Integrated Amazon Connect call center for recruiter workflows</li> <li>• Automated candidate scheduling, document workflows, and tasking</li> <li>• Built configurable dashboards tracking recruiter and readiness</li> </ul>	<b>NSCG Role &amp; Impact</b> <ul style="list-style-type: none"> <li>• Streamlined recruiter operations and improved candidate pipeline management</li> <li>• Reduced manual tasks and improved recruiter productivity</li> <li>• Delivered leadership visibility into recruitment metrics and readiness</li> <li>• Sustaining secure and compliant platform operations</li> </ul>
Command Assessment Program (CAP)	<b>Assessment Platform Remediation and Enhancement</b> <ul style="list-style-type: none"> <li>• NSCG stabilized and secured the national assessment platform during live use</li> <li>• Corrected security flaws, permissions, and automation logic</li> <li>• Enhanced evaluator roles, workflows, and reporting</li> <li>• Implemented continuous improvement via Agile backlog and sprints</li> </ul>	<b>NSCG Role &amp; Impact</b> <ul style="list-style-type: none"> <li>• Maintained uninterrupted operations under mission-critical conditions</li> <li>• Delivered repeatable, secure platform framework for future assessments and increased efficiency and trust in program data</li> <li>• Providing ongoing sustainment and optimization</li> </ul>

# Warehousing & Logistics Solutions

Drawing from NSCG/BGC's Military background in transportation and logistics along with local partnerships in Hardin County and surrounding areas. A few examples include:

- **Prospect Pointe:** 1,800 s/f of climate controlled, secure space immediately available at NSCG Headquarters with 30' ceilings and loading dock.
- **Keyboard Carriage:** 152,000 s/f immediately available with warehousing and office space, 12 dock doors and full semi-access parking lot immediately available through NSCG/BG Connect partnership with The Land Store.
- **Leitchfield Road Development Opportunity:** Key access to major highways and major logistics centers.
- **Millpond Park:** Through a partnership with the City of Radcliff and the state of Kentucky, NSCG/BCG has access to 6 acres (up to 150 acres) of commercially zoned industrial park property right off Highway 65 and the Hwy 313/Joe Prather.







# Delivering with Excellence

Customer	Project Description	
U.S. Army Enterprise Marketing Office	<b>GoArmy Contact Center as a Service:</b> <ul style="list-style-type: none"> <li>• Direct paper mail management</li> <li>• Warehousing</li> <li>• Inventory</li> <li>• Fulfillment</li> </ul> <b>Specifically:</b> <ul style="list-style-type: none"> <li>• Receive, inventory, stock, and warehouse fulfillment materials and all direct mail materials furnished by the Government Printing Office (GPO)</li> <li>• Recommend improvements to fulfillment operations.</li> <li>• Repackage and process undeliverable mail when required.</li> <li>• Manage centralized list for fulfillment package selection, creative packages, and centralized mail operations for ad campaign response groups.</li> <li>• The Contractor must respond to prospects within 24 hours of contacting the Army, including initial fulfillment letters, brochures and other materials or by email if required email opt in package exists. The 24-hour turnaround period considers any processing time required to determine correct fulfillment package assignment and all materials are in stock.</li> <li>• Obtain and maintain mailing permits and post-office boxes.</li> </ul>	<b>NSCG Integration and Support</b> <ul style="list-style-type: none"> <li>• Holistic warehousing and direct mail solution for U.S. Army national advertising and outreach</li> <li>• Required 80% Military Veteran or Dependent workforce</li> <li>• Uses Salesforce GovCloud to track mailouts and responses and provide reporting</li> <li>• Developed a Fulfillment Standard Operating Procedure (SOP) to ensure quality control measures and software are both in place and used to monitor the fulfillment program in keeping with industry best practices and make recommendations for improvements</li> <li>• 100% on-site, on-shore in Elizabethtown, KY</li> </ul>
North South Property Holdings	<ul style="list-style-type: none"> <li>• Currently managing a portfolio of properties valued at approximately \$16 million</li> <li>• Experience with large and small scale construction and land development</li> <li>• Partnerships with state and local agencies within the state of Kentucky to maximize land and development incentives and improve community opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Over 200 acres of multi-use land within the portfolio</li> <li>• Extensive community and local land development company partnerships within Kentucky</li> <li>• Dedicated team of land development and construction professionals</li> </ul>

- NSCG with Bluegrass Connect represents a collective of experienced, passionate servant leaders who care about accomplishing excellence for our clients both large and small
- End-to-end call center as a service offering with 24/7/365 on-shore, in-office agents and immediate ability to scale
- Fully functioning cloud-based technology vertical with on-site, fully cleared IT professionals including 74 diverse, leading-edge certifications
- Existing real estate and development portfolio with extensive state and local reach back



**CONTACT US:**

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