



**STATE OF NEW YORK
EXECUTIVE DEPARTMENT
DIVISION OF ALCOHOLIC BEVERAGE CONTROL**

STATE LIQUOR AUTHORITY

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**IN REPLYING REFER TO
Albany**

MEDIA ADVISORY

For Immediate Release

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SLA ANNOUNCES CALL CENTER

Albany, NY – The State Liquor Authority today announced the implementation of a new call center to make it easier for license applicants, community boards, industry members and other stakeholders to reach the appropriate personnel at SLA. Starting Monday March 7, callers may dial one of three main lines to reach the agency: (518) 474-3114 in the Albany area; (212) 961-8385 in the New York City Area; and (716) 847-3035 in the Buffalo area. Callers will then be given simple prompts to connect them to the right department to handle their concerns.

The SLA is implementing the agency-wide call center to ensure that all calls are properly routed and accounted for. This will significantly cut back on the inefficient use of time spent on the phones by SLA staff and our stakeholders. Moreover, it will ensure that our callers get prompt, consistent and correct answers. The call center will utilize the services and product offerings of OFT, thereby consolidating resources with other state agencies. The system will additionally enable SLA supervisors to monitor call volume demand in real time via and provide managers the ability to add, remove and reassign staff as needed. Additionally, reports on call volume by type and area will also be used to reallocate resources as necessary.

The call center will go live on Monday, March 7, 2011.

On the Web: www.abc.state.ny.us

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