

May 1, 2024

**VIA EMAIL WIOATitleI@dwd.wisconsin.gov**

Bureau of Workforce Training  
Department of Workforce Development  
201 E Washington Avenue  
Madison, WI 53707  
608-733-1271

Re: Notification of Cessation of Radial's Customer Care Operations Impacting  
*Remote* Workforce

Dear Sir / Madam:

This letter constitutes notice to you of an action which may trigger the notice requirements of the Worker Adjustment and Retraining Notification Act ("WARN Act") and Wisconsin's Business Closing and Mass Layoff law ("WBCML law"). Radial is selling the assets of its Customer Care operations (the "Action") which will result in employees who support that business to end their employment with Radial; it is anticipated most of those employees will become employed by the buyer. Radial will continue to operate its other lines of business.

Please be advised of the following pertinent information regarding the cessation of Radial's Customer Care operations:

1. The Wisconsin employees supporting Radial's Customer Care operations are fully remote.
2. There is no actual physical work location to which these fully remote workers report; however, Radial's corporate headquarters is located at 935 First Avenue, King of Prussia, PA.
3. Radial will cease Customer Care operations on June 28, 2024. It is anticipated that most employees will be offered employment with the buyer and will not suffer any employment loss.
4. Employees will end their employment with Radial on June 28, 2024.

5. A listing of the job titles which work in Wisconsin and will potentially be affected by the Action and the number of such employees in each classification is attached as **Exhibit A**.
6. The cessation of Radial's remote customer service Customer Care operations will be permanent.
7. Radial's state identification number for unemployment compensation is [REDACTED] and the federal identification number (FEIN) is [REDACTED].
8. There is no union representing Radial's remote Customer Care workers.
9. Employees are not entitled to "bumping rights."

If you have any questions or need any additional information, please contact me.

935 First Ave., King of Prussia, PA 19406  
Phone: (610) 491-7426  
Email: [gunzenhauserk@radial.com](mailto:gunzenhauserk@radial.com)

Sincerely,

*Kate Gunzenhauser*

Kate Gunzenhauser  
Sr. Director HR Business Partner  
Radial, Inc.

Encl.

**EXHIBIT A**

**POTENTIALLY AFFECTED EMPLOYEES BY CLASSIFICATION AND NUMBER**

<b>Classification</b>	<b>Number</b>
Customer Service Representative 1	29
Customer Service Representative 2	15
Customer Service Representative 3	2
Customer Service Representative 4	2
Data Analyst 1	6
eTime Specialist	1
IT Technician	1
Manager, Customer Services 1	1
Manager, Training 1	1
Supervisor – Customer Service Learning	1
Supervisor, Customer Services 1	3
Workforce Management Specialist 1	1