



Driving Successful Business Partnerships

RTS teams with Direct2Market



Situation

Direct2Market Sales Solutions provides lead generation, management, telemarketing, and telesales services. D2M's Call Center services are used by clients in many industries, and it's critical that their operations are properly staffed at all times.

Many employees live in Rochester, and the company was initially located in East Rochester along a bus route. But when it relocated in 2011 just a few blocks away, employees had to get off at the nearest stop and walk through a railroad underpass to get to the building. Even worse, some were crossing the railroad tracks themselves, which created a dangerous situation.

Solution

D2M became an RTS Business Partner and arranged to have the bus stop right in front of the office. They worked with us to establish drop off and pickup times around the shift change – twice a day at 7:55 a.m. and 5:06 p.m.

"We really appreciated RTS creating a stop right on site and working with us on the timing," says Darlene Cator, Human Resources Director for D2M. "It's essential that employees are here on time, and now, they can get off the bus and get on the phone by 8 a.m. It's been great for productivity."

RTS also provides custom schedules that D2M can use for employees.

Results

"Working with RTS has helped us with employee retention, reliability, and dependability," says Darlene. "They don't have to wait for the bus or walk anywhere – it's basically door-to-door service."

It has also helped with recruitment efforts: "The availability of public transportation is even a good selling point in an interview," Darlene continues.

About RTS

Regional Transit Service provides public bus transportation in Monroe, Genesee, Livingston, Ontario, Orleans, Seneca, Wayne, and Wyoming counties. Recognized as one of the best-run transit systems in the nation, our 900+ employees proudly enjoy serving our customers who count on us for more than 18.5 million rides each year. A public benefit entity and one of four regional transportation authorities in New York State, Rochester Genesee Regional Transportation Authority (RGRTA) is governed by 13 appointed commissioners who represent the City of Rochester, County of Monroe, and the surrounding counties in which RGRTA provides services. For more information, visit www.myRTS.com.