



BUFFALO NIAGARA SUCCESS STORY

OneTouch Direct

Investment: \$7.7M Jobs: 271

COMPANY OVERVIEW:

OneTouch Direct, LLC (OTD) is an outsourced business-to-consumer direct marketing services firm headquartered in Tampa, Florida. The Company provides both inbound and outbound agent-based call center services including customer service, customer acquisition, and customer retention programs to many Fortune 500 companies. Dominant industry sectors include financial and banking, cellular, insurance and healthcare. OTD has three facilities in Tampa and one international location in St. Catherine's, Ontario.



PROJECT CHALLENGE:

OTD was looking to establish a 200-person call center in a facility that would allow immediate plug and play for operation. The site (when fully staffed) would also require an additional 28 supporting positions ranging from Support Operations and Account Management to Site Direction, Systems and Human Resources.

"We are thrilled to be expanding into Western New York because of the availability of strong qualified talent and an unrivaled work ethic. This expansion will play a vital role in helping us bring exceptional customer care to new heights and deliver results our clients have come to expect."

- Dave Masi, OneTouch Direct Executive Vice President

Both the co-founder of OTD and the executive vice president of operations and client services previously lived in Western, NY and were therefore familiar with the area. The company was drawn to Buffalo Niagara because of the region's strong workforce, and wanted to explore the possibility of expanding to the area.

PROJECT SOLUTION:

BNE connected OTD to the New York State Department of Labor to help them learn about workforce opportunities and the recruitment process in Buffalo Niagara. BNE also introduced the company to Empire State Development who provided an Excelsior Tax Credit.

Once the company evaluated and determined that Buffalo Niagara could provide the talent they needed, the company invested in a low-cost facility located on Union Rd in Orchard Park that offers the plug and play amenities OTD requires. The company will be investing \$7.7M and bringing 271 new jobs to the region. The company plans to fully staff the new site by the end of the second year of operations and would then look to establish an additional 200-person call center site in WNY during its third year of operations in Buffalo Niagara. That site would also require similar supporting positions, totaling approximately 455 jobs over a five year period.

