

For Immediate Release

MAC Source Communications Enables CDTA to Dramatically Improve Customer Satisfaction by 53%

Syracuse, NY--Capital District Transportation Authority's (CDTA) asked MAC Source Communications, their local solutions provider, to provide a comprehensive contact center solution addressing the needs of CDTA's customers. MAC Source brought in Zeacom, a leading provider of complete Unified Communications Solutions. MAC Source and Zeacom provided a more flexible solution which enables CDTA to more rapidly respond to customers, especially at peak call periods during storms and in emergencies.

As the premier public transportation provider in the Capital Region, CDTA provides bus, shuttle and paratransit services for over 45,000 customers each week. During winter storms, call volumes spike as high as over 3,000 calls daily, which had outstripped CDTA's capacity until recent improvements were implemented. In the latest CDTA customer satisfaction survey, 87% of customers considered it easy to get through to CDTA's contact center, an improvement of 53%.

"This software enables our administrators to respond to Call Center Manager requests much more efficiently and effectively than in the past," said Mary Palmatier, Telecommunications Administrator, CDTA. "Creating new agents, voice announcements, making changes in call-delivery options and reporting on our most important metrics are all able to take place faster; ultimately resulting in enhanced communication levels with our customers."

As recently as 2005, a customer satisfaction survey showed that only 34% of customers considered it easy to get through to the CDTA call center. The jump to 87% in 2009 is a direct result to the combined communications and contact center solutions from MAC Source, Avaya and Zeacom.

In the future, CDTA plans to add Call Recording, Interactive Voice Response (IVR), SMS text, and Web chat to its Zeacom Communications Solution. They also plan to provide remote worker functionality to its system, so that agents will be able to stay home during bad weather, yet remain productive.

About MAC Source - www.macsOURCEinc.com

MAC Source Communications, Inc. is a complete solutions provider, headquartered in Syracuse, NY, with branch locations across NY State as well as Chicago, IL. Our core business is the design, implementation and on-going support of converged communications products and services. Specializations include IP Telephony, Unified Messaging, Contact Center, Mobility applications and other IP Network services.

About CDTA - www.cdta.org

The Capital District Transportation Authority (CDTA) was created in 1970 by the New York State Legislature, as a public benefit corporation, to provide regional transportation services by rail, bus, water and air. Today's CDTA is the premier mobility provider in the Capital Region, providing regular route bus service, shuttle systems and paratransit services. CDTA subsidiaries own and operate the Rensselaer Rail and Saratoga Springs Train Stations. CDTA also operates the Northway Xpress Commuter Service between Saratoga County and downtown Albany. Today, 650 people work at CDTA to deliver a transit system that serves more than 800,000 people who live and work in the region, transporting more than 45,000 customers each weekday.

About Zeacom - www.zeacom.com

Zeacom is a leading provider of complete Unified Communications solutions. More than 140,000 daily users within 2,800 small and medium-sized organizations in 25 countries use Zeacom's business communications software to improve organizational efficiency and enhance the customer service experience.

###

Media Contact:

Liz Rizzo
Marketing Manager
MAC Source Communications, Inc.
Ph: (518) 694-3904 erizzo@macSOURCEinc.com