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Empire State Development Announces OneTouch Direct Hiring 150 positions in Western New York

Company will eventually hire 271 employees in Orchard Park

Empire State Development today announced that OneTouch Direct-NY, Inc. cut the ribbon on its new Orchard Park location and will immediately begin hiring for 150 positions. OneTouch Direct-NY, which will eventually hire more than 270 employees in Western New York, specializes in developing integrated direct response marketing programs supported by its state-of-the-art call center services. Fortune 500 companies trust its experienced marketing and call center teams to increase revenue and retention through customer relationship management.

“Western New York boasts a talented workforce, advanced telecommunications infrastructure and reasonably priced real estate for companies looking to relocate or expand,” said Empire State Development President, CEO & Commissioner Kenneth Adams. “OneTouch Direct recognizes these attributes and will begin hiring immediately for 150 new jobs in Orchard Park.”

“The staff at OneTouch Direct is proud to be a part of the Western New York community and looks forward to a prosperous future with our new friends in Orchard Park,” said OneTouch Direct Recruiter Frank Butler

OneTouch Direct is a Florida based marketing company with six locations in Tampa, Southern Ontario, and now Buffalo, with 2,100 employees. The client list includes such companies as T-Mobile, AT&T, Verizon and IBM, as well as many others in industry sectors including financial and banking, cellular, insurance and healthcare. Its open house, which goes until 7 p.m. today, includes program information, facility tours and open interviews for telesales representatives both in their outbound and inbound programs.

New York State, through Empire State Development (ESD), the state’s economic development agency, will provide up to \$1.25 million in performance-based Excelsior Jobs Program tax credits in return for OneTouch Direct-NY’s job creation commitments. The company has committed to creating 271 new, full-time jobs in Orchard Park by June 2018.

“It is very exciting to be a part of the unlimited opportunities that OneTouch Direct is able to bring to our wonderful Western New York community,” said OneTouch Direct Employee Relations Coordinator Debi Sullivan.

Please visit www.onetouchdirect.com if you are interested in learning more about open positions.

Senator Mark Grisanti said, “Western New York is home to an educated and talented employment pool and OneTouch Direct clearly recognized that when it decided to expand in Orchard Park and add 271 new jobs to its operations. I thank Governor Cuomo for awarding state tax credits to this growing company to support the business and encourage OneTouch Direct’s growth within Western New York.”

Assemblyman Michael Kearns said, “In this highly competitive global market, it’s exciting to see continued growth in the Western New York economy. OneTouch Direct will contribute to the economic vitality and resurgence that WNY is experiencing.”

Erie County Executive Mark Poloncarz said, “We welcome OneTouch Direct to Erie County and applaud their decision to locate here and create over 270 new jobs as well, reaffirming that our area has a world-class workforce and a business climate that is inviting to new companies. Their new Orchard Park location will be a great addition to our business community.”

Orchard Park Town Supervisor Patrick J. Keem said, “I enthusiastically welcome OneTouch Direct LLC to Orchard Park. Our community is excited about the possibility of 270 jobs being created and we look forward to helping in any way possible to make it become a reality.”

About OneTouch Direct

OneTouch Direct was founded in 1998 and has been working with Fortune 500 clients ever since. The company started as a small team with a desire to blend creative marketing with contact center expertise in order to provide solutions that enable its clients to build a stronger brand identity and boost sales. Since its inception, OTD has grown into one of the most preeminent providers of contact center solutions in the nation.

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