



Cady Case Study:

ROCHESTER CITY LINES

Bus Companies Improve Call Quality While Reducing Costs by 75%

When statewide busing shutdowns threatened longstanding Minnesota businesses, they turned to the Cady Proven Process to modernize their phone systems while cutting costs.

"Our phone rings all day long. If you call and don't have a good experience with the phone system, are you going to hire us? The solution Cady provided helps us project a professional image and make sure we don't lose out on opportunities that we need to grow our business."

– Jon Eckhoff, Finance director, Rochester City Lines & Richfield Bus Company

SUMMARY

Challenge

Outdated telecom technology caused poor call quality and escalated costs for communications-critical businesses – at a time when COVID shutdowns threatened their survival

Solution

Cady replaced aging T1 lines with modern VoIP systems, backed by upgraded Internet bandwidth

Results

The new systems delivered crystal-clear customer calls while cutting costs by 75%

"When I call, Cady answers. If there is a problem, they fix it. Not only do we get great support, they've done such a great job that we don't really need it very often. With all the pressures that affected our business during the pandemic, the last thing we want to think about is our phone system and who supports it. And we don't because we use Cady."

– Jon Eckhoff, Finance director, Rochester City Lines & Richfield Bus Company



The Challenge

When Minnesota shut down bus travel during the COVID-19 pandemic, Rochester City Lines and its sister business, Richfield Bus Company, audited every expense to ensure survival until the restrictions were lifted.

The companies rely on their phone systems to provide outstanding customer service to college sports teams, high schools, and corporate clients, but they employed outdated, expensive technology at a time they needed to save.

The Solution

We applied the Cady Proven Process, a structured methodology for choosing and deploying customized voice communications for companies that need to modernize their phone systems.

Discovery: We documented the current environments at Rochester City Lines and Richfield Bus Company, then made recommendations to meet the companies' needs at the best price-performance point. We found that both systems ran on outdated T1 connections, unnecessarily driving up costs, and we recommended switching to a more cost-effective VoIP solution.

Installation: We worked closely with each company to understand their communication needs, employee schedules, and call volumes, which enabled us to coordinate smooth cutovers from the old T1 lines to the new VoIP solutions with minimal disruption. After installation, we found that Richfield's limited bandwidth caused a metallic echo during calls. We helped them upgrade their Internet, identifying the best price point and technical fit to restore crystal-clear quality.

Support: Post-installation, Cady Business Technologies provides ongoing support, complete with a dedicated contact, regular reviews, and a technology roadmap to keep Rochester City Lines' and Richfield Bus Company's phone solutions up to date.

The Results

The new VoIP systems gave Rochester City Lines and Richfield Bus Company superior call quality and reliability while simultaneously reducing telecom expenses by 75%. They now have a dependable support process and a roadmap to future-proof critical communications.