

## Greyhound Lines Relies on Onvia as their One Stop Shop for Government Business Intelligence

**Client:** Greyhound Lines

**Location:** Dallas, Texas **Onvia Client Since:** 2006

**Subscriber To:** Onvia Guide with Onvia Business Builder

### Problem

Phaedra Fitzgerald is the National Charter Manager for Greyhound Lines, the largest provider of intercity bus transportation across North America. She manages the government sales revenue for Greyhound Lines. Out of Fitzgerald's team of twelve sales representatives, one is in charge of the company's government market. Military contracts, in particular, are a stronghold for the company. The Military Traffic Management Command (MTMC) and military bases were just a few sources of sales leads for the company – however, they wanted a comprehensive way to access updates on all government bids that apply to their business from one source.

### Solution

Fitzgerald chose Onvia as Greyhound Lines' government business intelligence provider because "the information is very user-friendly and everything we need is emailed to us daily. There's no need for extra research", says Fitzgerald. Before Onvia, Greyhound Lines would also track award data to evaluate the outcome of the bidding. "I like how Onvia tracks award data for me. We can figure out why our company didn't get the bid, whether it was due to pricing, equipment, etc. This helps me know what we need to do to win next time", says Fitzgerald.

### Value

Onvia's value, according to Greyhound Lines, is the return on investment. "For the cost of Onvia's services, we were compensated by multiple contract wins and great return on investment", says Fitzgerald. Beyond the bids, award data and important contact information, Fitzgerald values the personalized customer service she receives from her Account Manager. Fitzgerald says, "I feel spoiled because I don't have to do anything with my profile or information. I get the help I need from my Account Manager, James Davidson. He takes care of everything year-round." Fitzgerald also likes that the information in her Onvia Business Builder is manageable and user-friendly. She says, "We have no problem quickly locating the specific buyers, decision makers, and project details we need within our Onvia Business Builder. This is a top benefit of Onvia – it's simple to use (continued on reverse)



***"We have no problem quickly locating the information we need within our Onvia Business Builder. This is a top benefit of Onvia – it's simple to use and access."***

– Phaedra Fitzgerald, Greyhound Lines

### About Greyhound Lines:

Founded in 1914, Greyhound Lines, Inc. is the largest provider of intercity bus transportation across North America. Greyhound has four subsidiaries in the United States, which are a part of the nationwide Greyhound network. They include: Carolina Trailways, serving the Southeast; Texas, New Mexico and Oklahoma Coaches ("TNM&O"), serving the Southwest; Valley Transit Company, serving the Texas-Mexico border, and Vermont Transit, serving New England. In addition, Greyhound has interlined partnerships with a number of independent bus lines across the United States.

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and access.” Because the data is clearly organized and comprehensive, Greyhound Lines is able to quickly qualify opportunities and concentrate on the best-fit contracts for the company. Fitzgerald says, “We’ve won multiple bids – the service paid for itself immediately. We plan on staying with Onvia for the long term.”

***“We won multiple bids last year, so the service paid for itself immediately. We plan on staying with Onvia for the long term.”***

– Phaedra Fitzgerald, Greyhound Lines

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