

The GoTo logo features the word "GoTo" in a bold, black, sans-serif font. A thick yellow horizontal bar is positioned below the letters "o" and "T".

## Success Story:

# Landtech

Established in 1979, Landtech is one of the first fully integrated software solutions in the title, escrow, and closing industry. Its primary goal is to contribute to the success of its customers by providing state-of-the-art, user-friendly technology and professional services. The company works with all of its customers “one-on-one” to assure the client’s proficiency in using its technology to further their business objectives in the most cost-effective manner. In July 2020, Landtech joined the family of products provided by AccuTitle.



### Challenge

A fully-remote company, Landtech provides software for title companies, attorneys, and others involved in real estate transactions. And while its customers are well-versed in real estate matters, they are typically less confident in using technology. Landtech often provided users with remote tech support but found its previous solution sometimes increased the client’s frustration rather than abating it.

“With our previous software, we couldn’t bring another tech into the call — which was a problem,” explained Melanie Glansberg, Tech Support Manager at Landtech. “If we ran into an issue that needed a tier 2 tech, we couldn’t bring them in. And that gets annoying for the customer. They don’t care when or how you get connected — they just have software that they’re paying for and want it to work quickly. So, when we needed to escalate their issue, we’d have to hang up and have someone else connect with them. Then they’d have to go through the whole process again, which was a pain.”

Customer’s multiple monitors also created remote support challenges. “Everybody in the industry we work with has multiple monitors,” Glansberg said. “Our previous software didn’t natively support more than one monitor, meaning we had to ask the user to drag us to their other monitor — which can be aggravating for the customer and the tech. Having to keep asking the customer to move you around is not very professional.”

“GoToAssist is my go-to software for connection. If I can’t use it for any reason, I’m not happy. No other connection software works as seamlessly as GoToAssist; I’m able to easily reboot and reconnect without having to redo anything.”

**Melanie Glansberg**  
Tech Support Manager,  
Landtech



## Solution

When AccuTitle acquired Landtech, GoToAssist became the company’s default remote software — and both Landtech customers and tech support staff were delighted. “Sometimes the hardest part of my job is getting connected with the customer because people get intimidated by the computer or feel anxious because they don’t know what they’re doing,” said Glansberg. “GoToAssist makes it so simple for the user — I can just tell them to visit [fastsupport.com](https://fastsupport.com), and they’re there. And once they’re on the website, they just have to follow simple instructions. It’s big. It pops up on the screen. You can’t miss it. And if we need to reboot, we’re automatically reconnected — we don’t have to reconnect and go through the whole process again.”

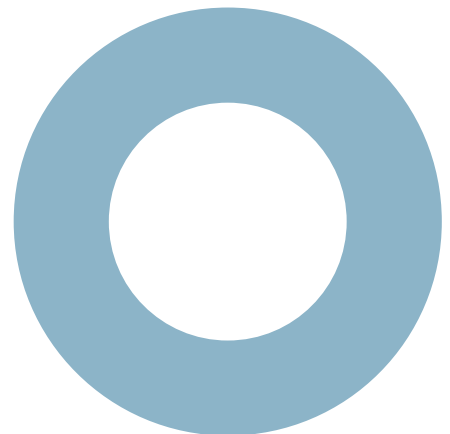
GoToAssist also makes it easy for multiple techs to collaborate on solving a customer issue. “It’s really important to us to be able to bring in another tech if there’s something we don’t know, or we need help with something. We can reach out to the tech we need, have them join the call, and get things done properly. And it’s easy; we send them a link, they click it, and they’re immediately connected,” she said.


Additionally, Landtech’s sales team relies on GoTo Meeting to help conduct product demos. “We have potential customers sign into GoTo Meeting, and then show them our software — we often demo to an entire office of attorneys and paralegals at once. If they have a specific company or subsidiary that they want to work with, then we’ll demo that software in particular. We also use GoTo Meeting to show potential clients how specific underwriters and vendors are integrated into our software,” she continued.



## Results


GoToAssist has allowed Landtech’s support team to better serve customers nationwide. “GoToAssist is my go-to software for connection. If I can’t use it for any reason, I’m not happy,” said Glansberg. “No other connection software works as seamlessly as GoToAssist; I’m able to easily reboot and reconnect without having to redo anything.”



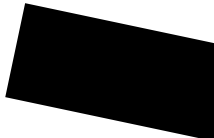
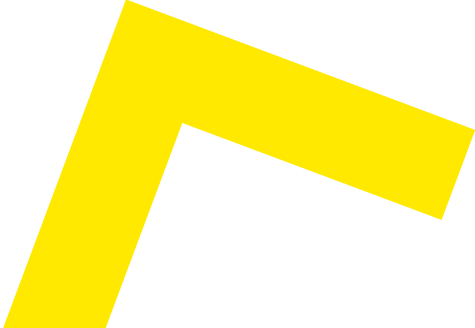


GoToAssist's support for multiple monitors has also helped Landtech deliver a more seamless, uninterrupted technical support experience for customers. "I like the fact that I can see how many monitors a customer is using because GoToAssist shows me an arrow every time there's another monitor. I can easily click back and forth between monitors and control the entire user's PC with just one program. It makes my life so much easier," she said.

Finally, GoToAssist gives Landtech's customers a sense of confidence, knowing confidential information is in safe hands. "Our customers often work with sensitive, confidential information. Users can see what I'm doing as I'm doing it, so they feel comfortable that I'm not going into places or looking at things that I shouldn't be looking at because they can see exactly what I'm doing on their screen, so I think that gives them a sense of comfort with that," she said. "And they also love the remote support sessions where we can set up unattended support for customers who need their system updated but aren't tech-savvy. And I can do that after hours too, which is also very helpful."



*"I heavily rely on GoToAssist; it's what I do all day. One of my monitors is exclusively GoToAssist all day. It makes my job so easy; I would have a fit if we had to switch to anything else," Glanserg concluded.*



Looking for a remote access and support solution to deliver a more seamless support experience for customers? Visit [goto.com](https://goto.com) to learn more.

[Learn More](#)