

The GoTo logo is displayed in a bold, black, sans-serif font. A thick yellow horizontal bar is positioned directly beneath the letters 'o' and 't'.The CIW logo features the letters 'CIW' in a bold, blue, sans-serif font. A blue swoosh underline is positioned beneath the letters.

Success Story:

Certification Partners

Certification Partners' products provides learners of all ages with the knowledge and skills essential for success in the modern workplace. Certification Partners' premier CIW brand specializes in professional-level standards and job skills that enable the Internet to function; including Web design, development, security, administration, networking and databases. Since 1997, CIW has trained more than 2 million students and professionals and has awarded more than 250,000 professional IT certifications through thousands of universities, colleges, high schools, middle schools, learning centers and corporations worldwide.



Challenge

Today's modern IT and Web industries are in a constant state of change, making it more critical than ever for learners of all levels (students and professionals) to maintain their knowledge in order to stay competitive. They turn to CIW and ICT Essentials courseware from Certification Partners (CP) for the education and certifications they need to prove their knowledge and abilities to college admissions officers, teachers, and hiring managers.

When the COVID-19 pandemic hit, CP's customers from schools, colleges and universities found that they were unprepared. The CP team needed to support their customers in their transition to a remote learning environment to continue their mission critical work. The pandemic also helped the team realize their need to have the right suite of tools in place for promoting stellar customer support and experience as well as internal efficiencies and productivity.



Solution

Luckily, the CP team was able to turn to their existing GoTo Meeting licenses as part of a three-pronged solution. Even though accustomed to traveling for demos and trainings pre-pandemic, Erik Barrantes, Director of Sales Operations, realized the value GoTo Meeting would provide for reducing travel costs and empowering him to be a lynchpin in the migration of customers from a traditionally in-person experience to an online one. Additionally, being able to connect with, educate, and support these customers from afar have been a tremendous benefit for Barrantes.

“The efficiencies in our business lives have really improved by using GoTo Meeting. We need to be able to connect and meet together and that really saves time. It’s a really good tool.”

Todd Hopkins
VP of Operations and Product Development, Certification Partners



“I live in Arizona and Florida is where I have one of my biggest customer bases. GoTo Meeting has provided that ability to give my customers the comfort that they know I’m there.” Todd Hopkins, VP of Operations and Product Development also quickly recognized how GoTo Meeting could aid in the continuation of training and certification development. “Historically, creating a certification exam required bringing subject matter experts (SMEs) into your office for 2-4 days. You were kind of stuck with the SMEs who had the time to travel and be able to participate. Now we can get on a GoTo Meeting and bring people in from around the world without them having to take all this time,” says Hopkins.

GoTo’s GoTo Webinar was also leveraged as part of the overall solution. Hopkins is able to educate more customers about new product rollouts – and with the record feature, is also able to host and share webinars with those who couldn’t attend in real-time. Barrantes can have an engaging one-on-one demo with a customer, which has helped set him apart as a valued vendor in his client’s eyes. “Being able to jump into a GoTo Webinar with a customer and actually show them their situation or how the system works got rid of a lot of back and forth and has been helpful,” says Barrantes.

Results

Leveraging the solution of GoTo Meeting and GoTo Webinar yielded several positive results for Certification Partners and their customers. GoTo Meeting allows Barrantes to continue educating and supporting customers so they are better informed – resulting in an enhanced customer experience. The improved line of communication has also opened up a feedback loop with customers, which CP can then use to make necessary improvement upgrades to their offerings and resources. Additionally, without the constraint of relying on travel, CP can widen their search for the best subject matter experts to connect with to create their courses and certifications.

When reflecting on his experience with GoTo, Barrantes said, “Schools, principles, teachers, and parents have been able to see how working together can provide a better learning experience for the students. We see a greater move to online education that will benefit all students, even those that may still be in the classrooms. Adding technology throughout all levels will only help students, teachers and schools provide greater access to the Information Technology jobs of the future.”

Learn more about GoTo Meeting and GoTo Webinar at www.goto.com.

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