

The GoTo logo features the word "GoTo" in a bold, black, sans-serif font. A thick yellow horizontal bar is positioned directly beneath the letters "o" and "T".The Umart logo consists of a green circular icon on the left, which contains a white stylized 'U' shape. To the right of this icon, the word "Umart" is written in a bold, green, sans-serif font.

Success Story:

Umart

Umart Online is an award-winning, second-generation, family-owned, and operated computer retailer founded in November 1999. What started as a small retail computer store in Brisbane, Australia, has grown into three major distribution centers and ten retail locations across the country.



Challenge

Like many growing retail businesses, Umart's prior phone solution didn't evolve with the company's needs. "Our previous phone solution was very basic," said Evan Casey, Umart's Head of Customer Service. "I had no control, so if I wanted to make very simple changes, it felt like I had to go and ask mum and dad for permission. And because I had to rely on someone else to make changes for me, there were times that my change requests would be misinterpreted or just ignored. Something as simple as putting a different message on our phone IVR was a chore."

In addition, Umart's previous solution fell short when it came to reporting, making it difficult for Casey to gain meaningful insights. "My reports were just CSV files, which were a complete mess trying to manipulate and get data from," Casey explained.

The company's lack of control over phone settings also led to disappointing experiences for Umart customers. "Our vendor wasn't there to support us and close our queues on public holidays and other days we needed to close. On several occasions, our phone lines were left open even though we didn't have anyone available to answer calls," Casey said.

Casey became so aggravated with Umart's phone solution that he looked for alternatives. "For the longest time, we left the solution as-is and ignored a lot of the failures because it was affordable. We finally got to the point that we were so frustrated that we were prepared to pay more to get what we wanted," he said.



Solution

After reviewing a number of potential solutions, Casey turned to Zac Randall, Business Development Manager at CCNA, who recommended GoTo's GoTo Connect Phone, Meeting and Messaging and GoTo Contact Centre solutions. Casey chose GoTo for being feature-rich and affordable. "I was pleasantly surprised that GoTo turned out to be more affordable than our previous solution, and we gained far greater features and services than we had with our previous company," he said.

“In all honesty, it’s not very often I can take a process, system, or tool, share it with the entire business and not get any complaints. But that’s exactly what happened with GoTo Connect. Even our established employees embraced the change!”

Evan Casey

Head of Customer Service, Umart



Randall added, “When we got into the crux of it all, we found that GoTo’s contact centre solution was fit for purpose, plus it met the commercial goals.”

Umart benefits from GoTo’s ease of configurability. “GoTo gives us a lot more control than what we had before - now we’re in a position to make changes to our IVR easily,” Casey said. “Just recently, we needed to change how queues operated, and we were able to experiment with our options over the course of a couple of hours, something we would never have been able to do previously.”

User feedback on GoTo Connect and GoTo Contact Centre has been positive across-the-board, including the company’s call center location in Manila, Philippines. “I’ll admit, I was a little bit concerned about rolling out GoTo in our Manila location because I couldn’t be on the ground with them,” Casey said. “I was genuinely concerned that there would be issues on day one. But there weren’t. It was easy for all of them. I provided our front-line tech team with GoTo’s training materials and talked them through general troubleshooting, and it’s now at the point where they can go through and configure users for me. I don’t even need to worry about that anymore.”


Umart’s satisfaction with GoTo’s Phone, Meeting and Messaging and Contact Centre solutions extends to all its locations, including those across Australia. “Our stores all across the country - everyone is happy with it, everyone loves it,” Casey said. “In all honesty, it’s not very often I can take a process, system, or tool, share it with the entire business, and not get any complaints. But that’s exactly what happened with GoTo. Even our established employees embraced the change!”

On CCNA’s support and partnership throughout the selection and implementation process of GoTo, Casey remarked, “Zac at CCNA has been fantastic. Had it not been for Zac, I would not have been aware of GoTo’s offering. Zac has guided me through every single one of my questions, assisted with my use case and genuinely has been fantastic to deal with. I couldn’t recommend him and CCNA highly enough.”



Results

Since implementing GoTo’s Phone, Meeting and Messaging and Contact Centre solutions, Umart has seen significant increases in important metrics, including the company’s Net Promoter Score (NPS). “We’ve seen increases in our customer effort score and our NPS. Over the last year, our NPS has increased 20 points,” Casey explained. “Our customer effort score has increased, too. We started at about 71% and have since boosted the score to 89% - a full 89% of our customers say that when dealing with our customer service team, they’re either ‘satisfied’ or ‘very satisfied’ with the service, which I’m quite proud of. There’s still room to improve, but for nine out of ten customers to say that you make it easy for them, I’m quite happy with that.”




GoTo's superior service quality has made a difference for Umart's customers. "With our previous provider, we had call quality issues - especially in Manila, where the internet can be poor, customers would complain about calls dropping out or poor-quality phone lines. The number of complaints we received using our previous solution was quite high, but since bringing in GoTo's Contact Centre solution, I've not had any of these complaints from customers that I can recall," Casey said.

Casey values GoTo's premium service at an affordable price point and the company's willingness to help resolve issues. "We ran into a porting issue that was not GoTo's fault - the other company disconnected one of our numbers earlier than anticipated. GoTo worked with us to quickly develop a solution, setting up a temporary line that kept our downtime to 30 minutes when it could've been much worse. That was a pleasant surprise because I felt like I was getting premium-level service for a reasonably priced product," said Casey.

"It's kind of like when you order a six-pack of chicken nuggets, and you get the seventh one for free. And that seventh nugget is just life-changing."



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