

SUCCESS STORY: LUCID SOFTWARE

Lucid Software was born from a desire to simplify. They were founded in 2008 with the goal of providing businesses with small operating budgets a process-mapping tool that was affordable and offered collaboration and version control features.

LEARN HOW GOTOCONNECT HELPS LUCID SOFTWARE EXTEND THE QUALITY OF THEIR PRODUCT TO EVERY CUSTOMER INTERACTION

Challenge

With high customer demand and rapid company growth from early on, keeping up with success was an ongoing challenge for Lucid Software. They also found themselves running to answer their phones. As a company that wanted to match the quality of their product with the quality of their customer service, Lucid Software knew they needed to stop running to the phone and instead, find a communications tool that was as dynamic as they were. Spencer Mann, Director of Customer Insight, said, “We knew we needed to make a change... We essentially had five phone numbers and we never knew why someone was calling from any of those numbers. And so, people weren’t answering the calls, things were being redirected, and consequently, a lot of customer calls, which we really valued, weren’t being answered.”

Solution

They were quickly drawn to GoToConnect, formerly Jive Communications, because not only did GoToConnect sell their solution —they used it themselves. “It gave [GoToConnect] quite a bit of credibility when I saw that these guys were using the systems they were trying to sell me...the same headsets, the same phones, the same integrations,” said Mann.

Ultimately, the biggest selling points for the GoToConnect solution were its simplicity, quality and flexibility. **With GoToConnect, Lucid Software was able to quickly deploy a full-featured solution that was easy to manage.** From one browser window, user administrators can now quickly configure complex, schedule-based dial plans, with multiple auto attendants, fully customized greetings plus music on hold and advanced call filtering options, all with no advanced training, no certified technicians and no hassle.

GoToConnect also delivers **superior call quality and crystal-clear audio that empowers Lucid Software’s employees to focus on their customers** — and not their phones.

“I don’t have to worry about the call getting cut off or not understanding the person on the other line . . . because with GoToConnect, the call quality is fantastic,” said Monika Gilmore, Customer Experience Manager of Lucid Software.

As Lucid continues to grow, **the GoToConnect solution scales gracefully to meet their emerging needs.** Whether team members are in the office, on the go, working from home or the road, the GoToConnect solution allows them to flexibly connect with other team members, customers and contacts. Lucid Software utilizes advanced features like Find Me/ Follow Me to automatically route calls from the desktop, to a team member, a cell phone or an auto attendant, before being forwarded to voicemail. Many employees rely on the GoToConnect Mobility application, which allows employees to use their smartphones and tablet devices just like they would their desktop handsets.

Results

Since making the switch to GoToConnect, Lucid Software has been able to extend the quality of their product to every interaction, with every customer, every time. For Lucid Software team members tasked with making that goal a reality, the GoToConnect solution makes their job easier, saving them time and increasing work efficiency, while providing the flexibility to work where and how they need and prefer. Now that they have GoToConnect, there’s no looking back.

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**Monika Gilmore, Customer Experience Manager
Lucid Software**

Enhance the quality of your customer experience with GoTo!

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