



SUCCESS STORY: SPINGO

SpinGo is a rapidly growing startup focused on being a one-stop-shop for finding, promoting and sharing events. By providing products and event information to websites, search engines, blogs and apps, SpinGo boosts the reputation of the info brokers, increases awareness for event planners and assists in the discovery of exciting activities.

LEARN HOW SPINGO FREES UP TIME TO FOCUS ON RAPID GROWTH

Challenge

SpinGo prides itself on helping small businesses find success, and by doing so, they increase their own business with repeat customers who are able to spend more, thanks to the success they've seen in the past. This business model has led to rapid growth for SpinGo, requiring them to find a phone system solution that was both scalable and innovative.

Another challenge of rapid growth is the time it takes to train new employees. With the exponential number of things to learn at a new job, taking an inordinate amount of time to learn a new phone system isn't practical.

Solution

GoToConnect, formerly Jive, gives SpinGo just what they were looking for: **a solution that scales perfectly for growing businesses.** With a simple billing system that charges based on number of phones used, it's easy to strategize budgeting. In addition, access to every GoToConnect feature from the onset saves them from worrying over items they may want to drop or add as the company grows. "It's really crucial for SpinGo to have a solution like that because we are growing at such a fast rate. We need a system that can scale with us, and GoToConnect is that system," said Sterling Turley, Director of Promotional Sales.

The phone system itself is extremely intuitive and easy to use, another major selling point for SpinGo. **The easy-to-access method of GoToConnect features proved invaluable to SpinGo salespeople, saving them time and increasing productivity.** "We need something that's very easy to work. Something we don't have to fumble with a lot of buttons – two buttons you can transfer call, answer call, hang up, you know, whatever you need to do. It's just a very quick process," said Nick Dibble, Sales Team Lead.

GoToConnect's simple implementation plan made the switch quick and easy. SpinGo needed the new system up and running as quickly as possible, without losing any of the critical features they used before. GoToConnect's plug-and-play ready approach, easy-to-understand system and 24/7 support team made the change worry-free. "The process of switching over to GoToConnect was really smooth. The process compared to what we've used with other providers was outstanding. The plug-and-play set-up, and the support line or the support group that they have over at GoToConnect was awesome," said Sterling Turley.

Results

GoToConnect was able to hit the key factors SpinGo needed. It offered them a service that would grow with their company and ensure that they would stay up-to-date with free updates and features. GoToConnect's ease of use saved SpinGo valuable time and helped increase productivity. Best of all, there was little work on SpinGo's part to transition into a system that is a drastic improvement from what they had before.

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**Sterling Turley, Director of Promotional Sales
SpinGo**

Ready to start growing your business with GoTo?

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