**GoToConnect**
Powered by Jive

# EXPERIENCE IS KING

*Creating and optimizing the modern contact center.*

GoTo

# POOR EXPERIENCES ARE DRIVING YOUR CUSTOMERS AWAY

*Imagine losing up to a third of your customers in a single day – for good. Scary thought, right? Well, that's exactly what could happen after just one bad experience with your product or brand.*

## According to a report by PwC:

**1 in 3** people say they will walk away from a brand they love after just one bad experience.

**54%** of people say customer experience at most companies needs improvement.

**65%** of people find a positive experience with a product or brand to be more influential than ad exposure marketing campaigns.

# CUSTOMERS DRIVE REVENUE, BUT EMPLOYEES DRIVE THE EXPERIENCE

*Despite continuous technological advancements and automation becoming more and more prevalent, the majority of people still prefer human interaction.*

**3%** of people want their experiences to be as automated as possible.

**64%** of people feel companies have lost touch with the human element of customer experience.

**71%** of people would rather interact with a human over a chatbot or other automated process.

# HUMAN AND MACHINE, NOT HUMAN OR MACHINE

Take advantage of modern technology, but offer customers the option to reach a human when one is needed! This allows your employees to be engaged when they're needed the most, so they can provide better service and glean the necessary support from the right tools. And if you truly care about the customer experience, you can't ignore the benefits of call center software.

## What is call center software?

Call center software is a customer service system designed to do one thing: make every customer interaction a great one. A type of contact center software, call center solutions tend to focus on phone-based support, while contact center software as a whole can include email, instant messaging, chat and social media.

The best call center software provides queues for routing calls and reports for managers to track agent performance in real time. With the right data, managers can estimate caller demand, staff appropriately and improve phone response times – ultimately creating a better customer experience.

# THE ADVANTAGES OF CALL CENTER SOFTWARE FOR THE MODERN BUSINESS

**Manage incoming calls with ease**

At first, a single receptionist might have been enough. But as your business grows, you'll need a team to manage call volume. Modern cloud-based call center software makes setting up your call flows and managing your queues much simpler than before.

**Keep track of your team**

Agents can even leverage these metrics to help them meet their own goals and targets, since they receive a real-time feedback loop on their performance.

**Enhance the customer experience**

Your phone support has a huge impact on user satisfaction. Rather than leave customers on the line endlessly, call center software can provide interactive prompts and business information upfront and then effectively route each call to an available agent.

**Personalize your interactions**

Your agents often need to access your customer relationship management (CRM) system during calls. Many call center software providers offer integrations with leading CRM solutions to eliminate toggling back and forth, saving time for agents.

**73%** of people report that wasted time is the biggest downfall of an effective customer experience.

# WHY CHOOSE GOTOCONNECT?

*GoToConnect a powerful VoIP solution coupled with a portfolio of call center solutions: Insights Center, Support Center and Contact Center Pro. With features for interactive voice response, automatic call distribution and more – plus 24/7 customer support – you're sure to find the right fit for your team.*

## AFFORDABLE

Many businesses need the functionality of an intelligent contact center, but most providers are cost-prohibitive. GoToConnect offers the essentials of call center management for a price that both SMBs and large enterprises will appreciate.
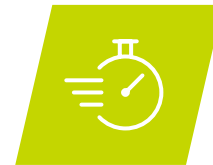
## FAST

Traditional call center solutions take forever to deploy - not helpful for a company who wants happier customers and better revenue now. Once your VoIP solution is configured, you can deploy our call center solutions in one day.
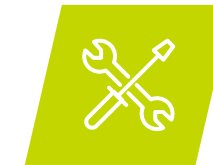
## PRACTICAL

Most call center solutions impose features most businesses don't need and processes that conflict with their work flows. GoToConnect's call center solutions give you the flexibility to run your business your way with tools your teams will actually use.

## RELIABLE

Our VoIP solutions are among the best reviewed and highest-rated. And with a history of 99.995% uptime, GoToConnect is as dependable as they come. GoToConnect is also backed by GoTo, the most trusted name in collaboration.

## SCALABLE

With our contact center solutions, you have a central dashboard to evaluate your entire operation. You can also add as many queues as you need to keep pace with your call volume and business growth.

### Interactive Voice Response (IVR)

Give customers the freedom to choose what kind of service they want through easy phone prompts. The Contact Center offers auto-attendants that direct callers to the right department or extension, while Contact Center Pro allows customers to even resolve issues like bill pay, account inquiries and more without the help of a live agent.

### Automatic Call Distribution (ACD)

High call volume? Place calls in a queue where they can be assigned to agents based on characteristics you choose. The Contact Center lets you cycle the calls among everyone, forward to the agent who's taken the fewest calls and more. Contact Center Pro takes automatic call distribution to the next level by offering skills-based routing to ensure every interaction is handled by the best qualified agent.

### Leading CRM integrations

Save your agents time and keep customer satisfaction high with our Contact Center Pro integrations for popular CRM systems like Salesforce, Zoho and Zendesk. These integrations streamline your customer service by consolidating everything your agent needs into one place. No more switching back and forth between applications.

# IMPACT WHERE IT MATTERS

*The GoToConnect Support Center makes it easy to increase customer satisfaction.*

## EASY TO DEPLOY

**One application for everything**
Supervisors and agents manage all their work in their GoToConnect softphone application. Users can switch between internal calls, messages, meetings, and queues without ever needing to open additional applications or browser windows.

**One-day deployment**
24 weeks? Think 24 hours. Support Center's one-day deployment gets you happier customers faster. Admins can quickly designate other Admins, Supervisors, and Agents and assign them to specific queues.

**Leading CRM integrations**
Support Center features attractive, transparent pricing with no surprises. See what you're paying at any time on the GoToConnect Support Center admin page.

## RUN IT YOUR WAY

**Make changes when it counts**
Supervisors can make changes on the fly using real-time call queues. See critical information like hold times and abandoned rates and then assign agents where they're needed most.

**Give in-the-moment feedback**
Use Support Center's spy feature to listen in on agent calls and whisper coaching points to improve the interaction immediately. Use the barge feature to take over a conversation to help struggling agents.

**Leading CRM integrations**
Support Center gives you and your agents detailed information on how they're doing with agent-specific dashboards. See total talk time, agent availability, and wait times –and take action.

**Simplified workflows**
Get team members on calls faster with one touch log-ins and real-time queue information. Allow team members to take breaks from queues without logging out. See call information such as which queue the call is coming from, the wait time of that caller, and the Caller ID.

# ALL THE CALL CENTER FEATURES YOU COULD ASK FOR

| Feature | | GoToConnect Contact Center | GoToConnect Contact Center Pro |
|---|---|:---:|:---:|
| Call recording | Record each customer call in your queue for agent training or review. | ✓ | ✓ |
| Call monitoring | Listen to any current call, whisper to the agent or even barge into the call. | ✓ | ✓ |
| Real-time queue report | Get the full picture of your agents' performance in a single dashboard. | ✓ | ✓ |
| Live status wallboards | Publicly display metrics for your call center's performance on TVs or monitors. | ✓ | ✓ |
| Historical call, contact and agent reports | Get unprecedented insights into users, phone numbers, and callers with detailed call reports. | ✓ | ✓ |
| Agent and queue dashboards | Quickly see queue and agent performance in real-time to make immediate changes. | | ✓ |
| Omnichannel tools | Engage customers on their own terms: web calls, chat, email, fax or social media. | | ✓ |
| Automatic callback | Give customers the option to request a return call to avoid waiting altogether. | | ✓ |
| Advanced reporting | Dive deeper into your data with customizable reports featuring 100 metrics. | | ✓ |

# PARTNERING WITH GOTO

GoToConnect powered by Jive leads the Hosted VoIP industry in customer support and reliability. With all-inclusive features, complete control of its platform and many datacenters distributed worldwide providing redundant service, GoToConnect sets the pace for the Hosted VoIP industry.

*And it doesn't stop there: GoToConnect is part of the GoTo Suite of industry-leading collaboration solutions that deliver the ease and simplicity of a single vendor.*

## GoToConnect
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**Get a Quote**

**Talk to a specialist today**
Call us at 1-800-514-1317 or visit **GoTo.com/Connect**