



Success Story:

The Salvation Army

The Salvation Army exists to meet human need wherever, whenever, and however they can. They are driven by their mission, “Doing The Most Good,” to feed, to clothe, to comfort, and to care. The Salvation Army operates 7,546 centers in communities across the United States. These include food distribution, disaster relief, rehabilitation centers, anti-human trafficking efforts, and a wealth of children’s programs.



Challenge

When unemployment and job loss were at record highs during the height of the COVID-19 pandemic, many Americans were finding themselves facing poverty and homelessness for the first time. The Salvation Army of North Texas, with a primary focus on poverty, addiction, and homelessness, carries the critical responsibility of helping the local population in these situations as well as working to break these cycles in the future.

Susan Smith, IT Manager, continues to do her part by providing the tools necessary for their clients to connect and communicate. Whether it is a homeless shelter, a children’s sports program, or one of the churches they support, Smith knows that when she can enable clients to connect securely to the Internet, engage in group therapy, or communicate with their families, that it’s been a good day. However, when their existing on-premise phone system started to show its age and infringe on this work, she knew she had a difficult challenge ahead of her. She needed to find a solution that was cost-effective and one that would power their mission-critical work well into the future.



Solution

After researching a myriad of prospective solutions, Smith selected GoTo Connect. GoTo Connect’s competitive pricing and licensing costs were especially compelling given their limited budget as a non-profit organization. That low cost included many key features and functionalities that Smith was looking for that other providers required additional funding to cover, so that value for the money was certainly there. “I looked at what was included in the single license cost for GoTo Connect. For every other company we looked at, I would have needed additional licenses, or bolt-on functionality. I would be asked, ‘Does it include fax?’

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Susan Smith

IT Manager,
The Salvation Army



or ‘Can we have voicemail sent to email?’ and I could say with confidence, ‘We’ve already got it,’” said Smith. GoTo Connect’s admin console was also a contributing factor to her decision making. With its advanced dashboards and analytics, it offered Smith far more than the competition. “Some of the reporting would have been an additional cost. The admin console in GoTo Connect was much more robust.”

Employees and volunteers have reacted positively to the change. From the availability of the mobile app to having their personal caller ID obscured, they have welcomed the new system and what it has empowered them to do. “Most internal personnel reacted well to the new platform, because it kept us productive in a shutdown. For those that have not adapted as well, when we help them understand that GoTo Connect can help keep them COVID-safe because they can work from anywhere, and they can use a personal headset rather than a shared phone, they are very willing to change,” stated Smith.



Results

GoTo Connect has been essential to empowering The Salvation Army of North Texas to continue their mission-critical work amidst the pandemic. “As essential employees, we were able to let our employees shelter in place through the use of soft phones, without missing any workdays. We are also a leading entity in providing pandemic relief, so having the ability to continue working at this time was key to our success,” explained Smith. Additionally, pre-pandemic, each location employed a receptionist. Now, they are able to have a single receptionist and incoming phone calls can be more easily and efficiently managed through the dial plans, a welcomed time and cost savings. They have even been able to carry on their traditional programs including the Christmas Angel Tree project with a slight pivot to their standard approach. GoTo Connect was leveraged in setting up a series of Angel Tree Hotline phone numbers to quickly answer thousands of phone calls.

When asked to describe her overall experience with GoTo Connect, Smith shared, “I chose the word ‘enough,’ meaning it’s just right. I’ve been able to pick and choose the features I want from the all-inclusive licensing. I don’t doubt that when new functionality is introduced, it will still be enough. It’s not overwhelming.”

Save time and money with GoTo Connect to focus on the things that matter.

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