

Success Story:

National Energy Foundation

Founded in 1988, the National Energy Foundation (NEF) is an independent charity at the forefront of improving the use of energy in buildings. Its projects and support focus on reducing fuel poverty, cutting household carbon emissions and creating healthier communities.



Challenge

Up until 2020, NEF was entirely office-based and used a conventional desktop phone system. When all staff had to switch to remote working during the pandemic, it became apparent that a new telephone system was needed to maintain the efficiency and effectiveness of its services.

Camille Ruddle, Business Support Manager at NEF, says: “I was tasked with finding a cloud-based VoIP telephony solution to enable us to deliver our services with a remote workforce. I investigated possible solutions and had online meetings with four providers.”



Solution

The cost of all four systems was comparable, but NEF chose GoTo Connect for its user-friendliness and well-structured implementation process.

Camille explains: “GoTo Connect was introduced by technology consultant SaaSCom, and I was immediately impressed by its simplicity. SaaSCom did a great job of helping me understand the system, its capabilities and how it would work for NEF. That gave me the confidence I was making the right choice.”

NEF bought GoTo Connect licences for its staff working remotely. The switch to the new system was managed expertly by SaaSCom and the GoTo technical team, and NEF staff were quickly able to start using it.

Subsequently, the cost of living and fuel crises meant that demand for NEF services grew rapidly, particularly for its free Better Housing Better Health helpline, which supports people in fuel poverty. NEF almost tripled its workforce and brought on board new funders to resource the helpline.

“GoTo Connect helps us maintain the efficiency and effectiveness of our services, ensuring we can have the greatest impact in helping improve the warmth and well-being of people facing fuel poverty.”

Camille Ruddle
Business Support Manager,
National Energy Foundation (NEF)

Camille says: “Providing a higher level of helpline support meant we needed to improve our analytics to report back to our funders, while ensuring we delivered a high-quality experience for callers. The solution came in the form of GoTo Contact Center.”

GoTo Contact Center provides enhanced inbound and outbound call management, call routing, performance analysis and contact centre administration capabilities.



Results

Camille says: “Ease-of-use was the biggest benefit for us. Switching to a completely new telephone system for a remote workforce could have been problematic. But using GoTo Connect made it very straightforward.”

With GoTo Connect, NEF staff simply download the app onto any device and can immediately make and receive calls. It empowers staff to work from anywhere, while enabling NEF to recruit from a wider talent pool, with no geographical restrictions.

The charity’s helpline staff value the extra functionality provided by GoTo Contact Center, particularly the agent dashboard that allows them to view call queues and see how they are performing. The helpline team now handles up to 3,000 calls a month at the busiest times of year, and GoTo Contact Center plays a key role in ensuring the service is professional, efficient and reliable.



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