

# SUCCESS STORY: EMS COPIERS

Founded in 1970, EMS Copiers provides managed print services for schools and businesses across Ireland – supplying, leasing and servicing photocopiers, printers and AV equipment. It focuses on helping customers minimize copy, print and scanning costs, while maximising productivity. [www.emscopiers.ie](http://www.emscopiers.ie)

## **GOTOCONNECT IMPROVES CUSTOMER SERVICE, ENABLES FLEXIBLE WORKING AND SUPPORTS EXPANSION AT EMS COPIERS**

### **Challenge**

EMS Copiers had been using a standard VoIP phone system since 2009. But expansion and relocation to larger offices meant that by 2019 this system was no longer fit for purpose. It was difficult to update, had been patched over time, and had become increasingly unreliable.

The company's service manager began to look for a new, more reliable and scalable cloud-based phone system. At this time Duotone, the audio-visual division of EMS Copiers, began a partnership with LogMeIn to promote its GoToMeeting and GoToWebinar video conferencing tools. Duotone introduced EMS Copiers to GoToConnect, the integrated cloud phone system from LogMeIn.

John O'Brien, Sales Manager at EMS Copiers, says: "LogMeIn gave us a demo of GoToConnect, and we were impressed by its capabilities. It was easy to use, and would allow us to easily manage call routing ourselves, which we couldn't do with our existing system."

### **Solution**

EMS Copiers chose GoToConnect for its rich array of features, ease of use, and for the expertise and local support provided by LogMeIn.

John says: "LogMeIn listened to us, took time to understand what we required, and then guided us every step of the way through the implementation."

EMS Copiers switched to GoToConnect in July 2020. EMS Copiers initially bought 15 seats and ported its phone

numbers to the new system. Since then, the company has opened a new office in Wexford and added five more seats. Shortly afterwards, it emerged that the old desk phones at EMS Copiers were not compatible with GoToConnect. LogMeIn immediately rectified this by providing the company with new phones.

"That level of service from LogMeIn really went above and beyond our expectations," says John. "When we opened the new Wexford office, the process of setting up the new phones and numbers could not have been simpler."

### **Results**

With GoToConnect in place, all EMS Copiers staff can now make and receive calls on mobiles or desks phones, at home, in the office or on the move. In a year disrupted by Covid-19, GoToConnect has made working from home not only possible, but easy to manage. EMS Copiers staff can log in from anywhere or use the GoToConnect app to connect to the phone system.

John says: "The new system has significantly improved the quality of our service to customers. Previously, our service department could miss several calls a day, but now calls are rarely missed, thanks to reliable voicemail and messaging."

"The generous minutes allowance we get is shared across all members of staff, so we're never likely to exceed our monthly allowance. All the features included with GoToConnect make it very competitively priced, and the simple cost model means we get the same bill every month."



*"GoToConnect has really given us a future-proof phone system that can grow as our business grows, and provide the flexibility we need to adapt to new ways of working. The cloud-based system is perfect for working from home, enabling our people to make and receive calls from anywhere, at no extra cost."*

**John O'Brien**  
Sales Manager, EMS Copiers

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