

SUCCESS STORY: AMERICAN FAMILY INSURANCE

American Family Insurance is one of the largest personal-line insurers in the United States. Founded in 1927, American Family Insurance offers auto, homeowners, property/casualty and life insurance products.

LEARN HOW GOTOCONNECT, FORMERLY JIVE, HELPED BOOST AMERICAN FAMILY INSURANCE'S CUSTOMER AND EMPLOYEE EXPERIENCE

Challenge

American Family Insurance prides itself on customer relationships. That's why when they were researching a new telephone system, their foremost concern was finding a reliable service that wouldn't cause dropped calls or periods without phone service that had previously damaged their relationships with clients. "We have to have communication systems that are both reliable and economical. I can't afford any breakdowns in our channels. The phones are obviously critical to our process here," said Rob Hamann, owner and manager of the American Family Insurance Agency in Saint Peters, Missouri.

During his initial research, Rob discovered a newer PBX technology called Hosted VoIP. This solution seemed to offer everything Rob was looking for in a phone system: features, flexibility and a reasonable price. Rob's only concern was reliability. "With hosted VoIP still relatively new, I had to take a bit of a calculated risk moving my agency over. I needed to minimize risk by selecting the most reliable vendor out there."

Solution

GoToConnect stood out to Rob as the clear winner for American Family's needs. The fact that it easily integrates with their existing Corporate PBX was a big plus, too.

In addition to the seamless transition, **the new features packaged with the GoToConnect solution enable Rob to train and upskill his employees.** He particularly enjoys several advanced features GoToConnect offers for free with its hosted VoIP product, including Call Recording, Call Analytics and Call Eavesdropping. "Call Eavesdropping and Call Recording allow me to listen in to how my employees handle our clients' claims and questions. It is a perfect tool to help me assist my agents in improving their skills."

Results

American Family Insurance initially set out to find a solution to enable them to focus on what matters most: their customers. GoToConnect helps them do just that by **improving customer care and experience** with conference calling and improved call-flow control features. "We can easily conference in corporate on calls, and clients can't tell the difference," said Rob, "We can also send transfer calls to the national office when we are short-staffed. Our customer care has improved dramatically with GoToConnect service," said Rob.

They have also been very pleased with GoToConnect's month-to-month bill, which is easy to manage and contains no hidden fees. GoToConnect charges customers based on how many devices they connect to the network, allowing for easy, predictable budgeting. This, combined with **VoIP's lower cost when compared to in-office systems**, makes GoToConnect the perfect choice for Rob and American Family Insurance.

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**Rob Hamann, Owner and Manager
American Family Insurance**

Ready to boost customer and employee experience?

Visit www.goto.com for more information or call us at 1 888 646 0014.