

# SUCCESS STORY: ALBERTS



Alberts is Auckland, New Zealand's first private tenants club. They provide a fusion of aspirational workspaces, flexible lease terms, enhanced shared facilities, and exceptional amenities, creating unparalleled opportunities to operate and connect like never before. Their curated offices and flagship private club blend timeless design with state-of-the-art technology in a mix of private and shared workspaces. Alberts features various sized meeting rooms with advanced virtual technology, shared collaboration areas, private lounges, event space, and multiple catering options.

## CHALLENGE

The transition to remote work due to the COVID-19 pandemic has impacted companies across all industries but had a unique effect on Alberts. Once a company that offered flexible workspaces and amenities to enable in-person collaboration, they were put in the challenging position of having to adapt to the new way of work brought on by the pandemic. With office buildings shutting down, they found that customers were looking for safe and secure spaces to get their work done. Furthermore, these customers, who were not particularly technologically savvy, needed easy-to-use software that

would enable them to effectively collaborate with their colleagues. Nakita de Wit, General Manager at Alberts, witnessed first-hand this dramatic shift and increased relevance of their offering in the New Zealand market, "There have been large shifts in the mindset of how people work, how they are connecting with each other, and what businesses need out of office space. We've had a huge uptake and interest in our product, which comes from our customer's needs to be able to connect and run and operate their businesses."

## SOLUTION

Alberts selected GoToConnect by LogMeIn as their business continuity solution for their workspaces because it delivers on their most essential criteria to best serve their customers. For their customers in the financial and legal industries, the solution provides the level of security they require for safely managing sensitive information and data. Additionally, for their customers who lack technology prowess, GoToConnect's user-friendly interface is another major benefit. Giles Potter, owner and director of Great Outcomes, who partnered with Alberts to inform and support them through their decision-making process, shared his outlook on this critical component: "Customers can walk into a room and look at a large screen on the wall with an icon for GoToConnect. If they're technologically challenged, it's so easy because of the touch screen system, just enter the ID number, and enjoy a GoToConnect meeting, as simple as that."

GoToConnect is especially reliable and adaptive to how customers prefer to work and connect. It allows Alberts customers to make phone calls on physical desk or conference phones, through the desktop app, and even

on the go with the mobile app. "Everything just works: From the larger rooms with high-quality touchscreens on the walls, to the smaller four person rooms, which have just the conference phone on the desk. For those people who only need to dial into a conference bridge and easily bring people into a meeting, GoToConnect allows them to do that," said Potter.

Ultimately, GoToConnect is the perfect match for their business. It seamlessly connects with their existing GoToMeeting and GoToWebinar products for a truly unified communications and collaboration solution. Additionally, it fits squarely within the level of prestige and unparalleled quality of service and offerings Alberts prides themselves on providing to their customers, and thus it has become a key differentiator and competitive advantage for Alberts. "Alberts provides a high calibre level of facilities. Now they've got a unified communications system with GoToConnect, GoToMeeting, and GoToWebinar that's all available to use, so people are benefiting from the highly spec'd fittings, fixtures, and the quality of the technology," explained Potter.

## RESULTS

Making the switch to the GoTo suite has been immensely beneficial to Alberts in more ways than one. Now, Alberts is able to meet their customers where they are in an ever-changing pandemic stricken world, helping them to stay relevant. With GoToConnect, Alberts only pays for the phone lines they need and can easily add additional lines at any time – a welcomed improvement that saved them money compared to their previous phone system. Additionally, with GoToConnect, GoToMeeting and GoToWebinar all offered by LogMeIn, Alberts consolidated multiple vendors and channels of communication and was able to streamline for optimal efficiency.

When asked if she would recommend LogMeIn and the GoTo Suite, de Wit replied, "GoToConnect, GoToMeeting and GoToWebinar is quite a unique product set that's able to do so much. It's an all-inclusive solution, which is really important. It keeps the fluidity and the simplicity rather than having multiple vendors and multiple channels of communication. The security, the fact that it is a cloud-based platform, the quality of the audio and the video are all important to us. Essentially it is a high performing communications platform that I would definitely recommend to others."



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– Nakita de Wit, General Manager, Alberts

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