

# SUCCESS STORY: GO INSURANCE

## GoToConnect

Go Insurance is Canada's premiere automotive, insurance and finance provider, giving their Edmonton and area customers a one-stop solution for buying and insuring their car, truck, or SUV property and commercial risks. With over 40 dealerships and 22 brands, Go Insurance insures both personal vehicles and property, including home, tenant and condominium, and they are specialists in Recreational Vehicles, Commercial Property and Casualty risks. Additionally, Go Insurance prides themselves on making the process easy, convenient, and affordable for their customers.

## CHALLENGE

Customer centricity comprises the very foundation of Go Insurance's business model. So, when the COVID-19 pandemic struck and customers began to demand help from insurance providers, Go Insurance knew they needed to meet those needs by providing consultation on top of service through convenient communication. First, they decided to move away from traditional mail that had been falling out of interest with their customer base.

And although communication by phone had also decreased in popularity, the length of time of phone calls with their customers had actually increased, especially when discussing coverage options. Knowing their existing system was glitchy and unreliable, Go Insurance needed a new, robust phone system that could handle lengthier phone calls and seamlessly integrate with their broker management system—all to better serve their customers.

## SOLUTION

Go Insurance selected GoToConnect for their phone system solution. One key factor in their decision was the robust Contact Center. This powerful call center tool provides them with real-time visibility into every customer interaction, and valuable insight into call activity. Go Insurance can also monitor call analytics and agent-specific dashboards to improve future performance. "We use GoToConnect's Contact Center feature, including the dashboard to monitor abandoned calls. We look at number of calls taken and can use it to direct incoming calls to the proper queue," said Karen Hoflin, Vice President at Go Insurance.

Additionally, this connection provides Errors and Omissions Protection (E&O), elements that collectively are vital to the health and success of insurance organizations. "The phone system had to communicate with blueButler, which quickly limited a lot of the options for us. GoToConnect checked all the boxes and then some," said Hoflin. She went on to explain, "The GoToConnect integration with blueButler enables call data to flow nicely into our broker management system. The call comes in and the client's information populates there for you on your blueButler screen. The process is really easy and helps us be more efficient because we don't have to remember to input this information after the call is completed."

Another critical component of a new phone system was its ability to communicate with blueButler and in turn with their broker management system. This connection not only enables insurance providers like Go Insurance to meet industry requirements for recording all calls, but it also empowers them to deliver outstanding customer service and improve productivity and efficiency through the blueButler Audio Signatures, a feature that allows workflows to be rapidly completed by automatically and securely storing voice signatures from a call in the blueButler and their broker management system databases.

Finally, it was essential that the solution be flexible, adaptable, and easy to deploy with the company's shift to remote work. "The changeover from our old system to GoToConnect and the integration with blueButler was completed in the middle of the chaos of COVID, as employees shifted to working from home and as we adopted different processes and strategies. The rollout was really fast, easy, simple, and smooth, almost plug and play. It didn't even feel like we moved from one system to another," said Hoflin.

## RESULTS

Hoflin and team have reaped the countless benefits of the GoToConnect solution, including increased employee efficiency. No longer do they require a receptionist to manually manage each incoming call and redirect as necessary. The system uses the dial plan feature to intelligently automate quick and accurate call routing. They have also increased their visibility of incoming calls, enabling them to quickly pivot and proactively make adjustments to improve call flow—raising their overall level of customer service while decreasing their level of stress.

When asked to share her overall experience, Hoflin replied, "Moving to GoToConnect was a relief for us. Given this happened during the pandemic when we were remote, it was a weight lifted off my shoulders knowing we could effectively manage the phones, our customers, incoming calls, and our staff. To be able to have a progressive solution that addresses today's challenges, which are unprecedented in so many ways, it allows our business to plan ahead, which is critical."



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– Karen Hoflin, Vice President, Go Insurance

**Insurance agencies can raise their level of customer service and more with GoToConnect's integration with blueButler.** Learn more at [goto.com/integrations/bluebutler](https://goto.com/integrations/bluebutler)