

Success Story:

360 Orthodontics

GoTo Resolve Camera Share revolutionises remote support for 360 Orthodontics hardware – saving time, money and resources.

360 Orthodontics supplies imaging technology, hardware and practice management software to orthodontic practices across the UK and Ireland. It also provides managed services to support customer networks, software and hardware.



Challenge

Providing support services for x-ray machines and other hardware presented a number of challenges for 360 Orthodontics, which made the process inefficient and costly. Often very simple faults were difficult to diagnose over the phone, meaning a technician had to visit the customer's site to resolve the issue.

Beth Ambridge, Customer Support Manager at 360 Orthodontics, says: "Sometimes our technicians could be booked up for weeks in advance. Waiting for hardware issues to be fixed was frustrating for our practice customers, who might be losing revenue if the fault meant they couldn't provide some patient services."

360 Orthodontics was keen to enhance its remote support capabilities, and particularly to find a better way of resolving hardware issues remotely.



Solution

360 Orthodontics had been using GoTo Assist to deliver remote support for a number of years, and took advantage of a free trial of the new GoTo Resolve platform. The company immediately recognised that the Camera Share feature of GoTo Resolve could transform its remote hardware support.

Beth says: "We hadn't seen anything like Camera Share before and, as soon as we saw it, we knew it was exactly what we needed. Because we liked GoTo Assist, the move to GoTo Resolve was a natural progression."

360 Orthodontics bought 11 GoTo Resolve licences and began moving its managed service customers over to the new tool. Camera Share was immediately deployed among support technicians.

“GoTo Resolve Camera Share has 100% improved our customer experience. It has completely changed the way we provide remote hardware support and makes life so much easier for our technicians and the customer.”

Beth Ambridge
Customer Support Manager,
360 Orthodontics



Beth says: “The process of resolving hardware issues with Camera Share is so much simpler and more effective. When a customer reports an issue, our technician sends a link to the customer’s smartphone which they use to permit camera sharing. The customer can then simply show our technician the problem, rather than trying to explain it over the phone. Often the technician can resolve the issue in a matter of minutes.”



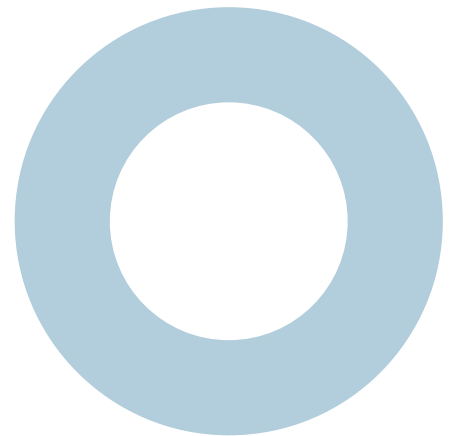
Results

In its first month, Camera Share enabled 360 Orthodontics to avoid up to ten site visits, minimising downtime and lost revenue for customers, optimising technician resources, and saving time and money for both customers and 360 Orthodontics.

Beth says: “GoTo Resolve Camera Share has been game changing for our business. It’s cost-effective, quick and easy to use, and significantly enhances our customer service capabilities.”

GoTo Resolve Camera Share is a zero-download, browser-based technology, so there is nothing for customers to download – making it easy for anyone to use. Previously, 360 Orthodontics technicians might ask customers to use WhatsApp or Facebook to show them the fault, but this meant customers having to share their personal details. That is no longer necessary with Camera Share.

Camera Share also has educational benefits for customers. By watching the issue being solved, they may learn how to fix it for themselves – easing the pressure on 360 Orthodontics support resources.



In need of a remote support solution that saves time, money, and resources?
GoTo Resolve. All-in-one IT support software, made simple.

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