

The GoTo logo features the word "GoTo" in a bold, black, sans-serif font. A thick yellow horizontal bar is positioned directly beneath the letters "o" and "T".

Success Story:

Cobb Technologies

Cobb Technologies is the largest independent copier dealer in Virginia, and has served over 9,000 clients by supporting, managing, and providing office technology and consultancy services since 1990. As an independent service provider, Cobb Technologies is able to carefully and purposefully handpick products and services that will best serve the many needs of their wide variety of client businesses.



Challenge

For the past decade, Cobb Technologies has grown their managed services division by providing management and consultancy for business services like document management and automation, managed IT services, vCIO services, NOC and SOC as a service, and VoIP services.

When Chris Wilson joined as the new Director of Managed Services, he learned of a troubling issue with their VoIP vendor's resolution structure.

"If we needed anything changed or updated, we had to log a ticket and wait for someone to make the change — and then wait for them to notify us that they made the change. And, if they made the change incorrectly, we had to follow up with them and start the whole process over again," said Wilson.

Cobb Technologies determined that the support structure from their VoIP provider was lacking, that the speed at which the vendor moved was holding their managed services back, and in order to properly meet and exceed the expectations of their clients, they would need to find a new VoIP vendor.

GoTo already had a long-standing relationship with Cobb Technologies. The Richmond, Virginia-based company had made use of GoTo's robust remote desktop and IT support service, GoToAssist, for many years, which they later replaced with the new GoTo Resolve.

As Cobb Technologies' favored remote assistance provider, we met with Cobb to discuss what they needed from a VoIP vendor to properly serve their clients' needs.

“Deployment was very easy. Support was always on point — they were always Johnny-on-the-spot when we needed them.”

Chris Wilson
Director of
Managed Services



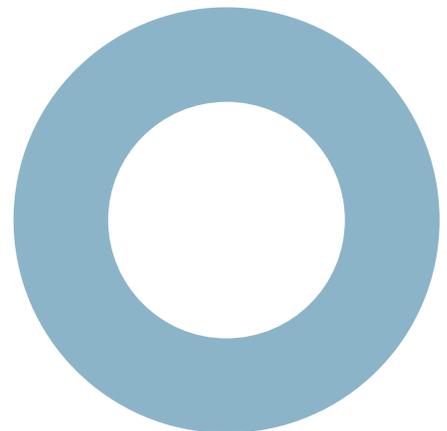
Solution

As a long-time user of GoTo's IT and communication products across various organizations throughout his career, Wilson has enjoyed GoTo's many benefits, including its ease of administration, reasonable costs, and softphone stability. After working with Wilson and Cobb to make sure GoTo could provide their clients with the utmost level of VoIP service, Cobb Technologies was confident in GoTo's capabilities to do so, and brought on GoTo Connect as an additional VoIP service for their clients' tech stacks.

Wilson appreciates that GoTo allows Cobb Technologies to fully manage and control its phone system without requiring outside interaction. “I think the number one feature of GoTo Connect that makes it so appealing is its self-management. Deploying, configuring, and tweaking the product doesn't require dedicating hours to managing GoTo. We have complete autonomy over the solution, and can support it internally, which works well for us.”

It was also at this time that Cobb Technologies updated GoToAssist. “We were using GoToAssist before, but made the decision to upgrade to the new GoTo Resolve solution. It's an incredibly easy-to-use tool, and the camera and screen-share features really won us over,” said Wilson.

Wilson continues; “Because the camera is through our web application, the person on the other end doesn't have to install anything [when Cobb is remotely managing and troubleshooting client's hardware, networks, or applications]. It makes the connection quick and easy: you send them a link, then click 'allow,' and then we have camera access. When we're trying to troubleshoot something on-premise, having the camera share gives us eyes on-site without having to do any windshield time. It makes it much easier for our engineers to troubleshoot hardware issues remotely, as the camera lets them see what the client sees.”





Results

With their increased ability to provide high-level remote support through GoTo Resolve, and the enormously positive feedback Cobb Technologies received from clients after implementing GoTo Connect, combined with the lower cost of GoTo in comparison to their old VoIP service, Cobb decided to fully bring on GoTo Connect as their singular VoIP solution. As their clients' old VoIP contracts come to term, Cobb has determined the best way to continue providing them with a high-level of service is to switch their VoIP service to GoTo Connect. GoTo has allowed Cobb to provide a superior service at a much better price for their clients. In some cases, the savings even surpassed 50%, Wilson said.

Both solutions have provided Cobb with the ability to deliver responsive, painless support experiences to their clients, boosting customer satisfaction. "We're geared towards giving our clients a white glove experience — ensuring our clients feel special. At the end of the day, that means we want to resolve their problem quickly and painlessly — and responsiveness is a big piece of that. If a customer calls in with a phone issue, we can log into the admin portal and take care of whatever it is without having to log a ticket, wait for a response, and kind of play a back-and-forth game. We are able to deliver support ourselves and deliver it at that moment without having to place a call and wait for somebody to call us back," he remarked.



"GoTo has let us move from being a vendor liaison to delivering support ourselves — and delivering it at the moment it's needed without having to wait for someone to call us back. Success for us is a quick time to resolution, and an excellent customer experience — GoTo delivers all of that and more quite nicely."

Chris Wilson
Director of
Managed Services

Looking for a remote access and support solution to deliver a more seamless support experience for customers? Visit goto.com to learn more.

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