

Success Story: Simply Print

“I’m very technologically challenged when it comes to phone systems — GoTo Connect suits me by being so easy to use.”

Brett Morris
Owner, Simply Print

Founded in 2001, Simply Print started in Peregian Beach, Australia, before moving to larger facilities in Noosaville in 2003. The company, which services businesses in Noosa Shire, the Sunshine Coast, and across Australia, strives to deliver printed products and services that consistently exceed clients’ expectations at a competitive price. A family-owned and run business, owner Brett Morris has more than 40 years of experience in the trade.



Challenge

Competing against low-cost online printers presented challenges for Simply Print and its small team. But the company’s previous phone system was losing customers before they even had the chance to compete.

“When we’re able to differentiate our service for potential customers — helping them understand how we put the customer’s needs first and take responsibility for every job — we’ve found that people don’t mind paying the little bit extra that we charge over online printers,” Brett explained. “But with one phone line, we knew we were losing calls and customers. I could hear the call waiting beep, but I didn’t want to rush or end my conversation to answer someone else. And by the time I finished, the caller would’ve hung up, likely moving on to calling the next printer.”



Solution

Understanding that every call that went unanswered represented the potential loss of customers and revenue, Brett decided to upgrade the company’s phone system to a more professional platform that would better suit his growing business’ needs. Brett turned to technology consultant and GoTo Connect partner Matthew Hoffman of Cloud Computer Company, who helped him evaluate cloud-based phone solutions. Ultimately, Brett selected GoTo Connect based on its ease of deployment, use, and maintenance.

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Brett Morris

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“Mathew was extremely easy to deal with regarding the setup of our new cloud-based phone system from GoTo Connect,” said Brett.

“He recommended the perfect system for our needs and was happy to answer any questions and streamline the setup process. I can’t recommend the Cloud Computer Company highly enough for their attention to detail and customer service.”*

Brett worked directly with the GoTo Connect team to configure system settings initially, but he has since been able to make updates and changes himself. “It has exceeded my expectations on ease of use,” Brett said. “If we need to close the shop because the family is taking a vacation day, I can easily update the phone message and setting from home, saving me a trip to the shop. And if the Internet is down, I’m not missing any calls — they come through my mobile.”

Brett continued, “I’m very technologically challenged when it comes to phone systems —GoTo Connect suits me by being so easy to use.”



Results

With GoTo Connect in place, Simply Print is no longer losing customer calls. According to Brett, the company has seen a 10-15% increase in revenue, which, “has been huge for us. If we get a call, 8 out of 10 times, we’re going to get the customer. Before, when we lost a call, we couldn’t do anything about it. Now, we’re able to be proactive with our customer service.”

Simply Print’s phone system is now helping nurture customers while serving as a selling tool for the business. The company’s welcome and on hold messages have received positive customer feedback while generating sales. “One of our on hold messages focuses on Christmas cards, and I’ve had more than one customer order Christmas cards and thank us for the reminder,” Brett concluded.

* The Cloud Computer Company was born out of providing innovative cloud-based solutions to clients that are in a broad range of industries. Founded in 2001, their directors have some 35 + years in the IT industry and have worked with a who’s who of Australian Corporates.

Is your small business ready to more effectively nurture customers and boost revenue? Visit GoTo.com/connect or call us at 1800 317 390 to learn more.

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