

# SUCCESS STORY: UNIVERSITY OF ADVANCING TECHNOLOGY

The University of Advancing Technology (UAT) is an elite, private technology university located in Tempe, Arizona. Established in 1983, UAT integrates technological principles into all curricula and allows students to specialize in the most exciting tech fields the 21st century has to offer. UAT is a unique environment that fosters the brilliant and innovative technophiles of tomorrow.

## LEARN HOW UAT MASTERED THE ART OF SIMPLICITY TO BETTER ENABLE STUDENT-STAFF COMMUNICATIONS

### Challenge

With an unyielding focus on technological advancement, UAT has always sought out the best systems for its internal infrastructure, including their phone service. The UAT administration signed up for a service with a call manager center feature, and they thought they could rest easy for the future. However, as CEO Jason Pistillo reported, things couldn't have been more complicated. "The administration of the system was particularly tedious, and there were lots of challenges with our SIP trunk and our internet service provider," Pistillo noted. "Because of that, we were never able to fully realize our deployment goals."

Another major issue was the lack of delivery on features that were promised from the start. In order to support training initiatives with their employees, UAT administration particularly wanted the ability to both record and listen in to calls. When the service provider did not deliver the expected features and functionalities, UAT set out to find a solution better fit for their needs.

### Solution

Given their most recent experience, UAT was ready to look for an innovative, outside-of-the-box solution. Being an educational institution, they also needed the ability to modify configurations and change schedules quickly, so as to better enable student-staff communications. GoToConnect, formerly Jive, was quickly selected, and the shift was straightforward. "It did take us a day or two to figure out what changes needed to be made on our firewall internally, since we have our phones on a separate VLAN," said Karla Aragon-Joyce, COO. After sorting out the initial configuration, it's been smooth sailing. "Any problems have always been solved quickly and effectively by the GoToConnect team. Everything has worked out great!"

Once GoToConnect was deployed, UAT started enjoying administrative simplicity with GoToConnect's intuitive visual Dial Plan Editor. This feature allows any individual to manage their own call flow, right from their desk. It also gives the user plenty of feature options, from auto attendants to call forwarding, at no additional cost. As Pistillo related, "With our last provider, we needed high-level IT professionals just to rearrange our call-flow. But with GoToConnect, I was able to create my own conference line in 5 minutes, just through a little trial and error."

Being able to record and monitor calls was a top priority for UAT. With GoToConnect's all-inclusive feature set, call recording is already included in a simple monthly flat rate. When paired with a cloud-based storage account, UAT can now store 5,000 minutes of recorded calls for 14 cents, less than the change hiding in couch cushions. GoToConnect's call monitoring functions also provide UAT with training and different options for all needs. For example, GoToConnect's Whisper mode was uniquely helpful to UAT, since it allowed their supervisors to privately speak to agents and coach them while on live training calls.

### Results

No longer does UAT need to spend countless hours maintaining and navigating a phone service system that is overly complicated. **GoToConnect's superior administrative simplicity saves UAT valuable time** that they can now put toward more critical initiatives. The visual element and customizability of GoToConnect also makes for a quick learning curve when UAT needs to edit the call flow or add a conference line.

Moving forward, the University of Advancing Technology will continue to work with GoToConnect to **streamline their training process and promote user accessibility**. When asked if GoToConnect was making life better, Pistillo said, "Yes, because GoToConnect makes administration of the system easy. The simplicity of the GoToConnect system just blew us away, and we're thrilled with the results."

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**Jason Pistillo, CEO,  
University of Advancing Technology**

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