

# SUCCESS STORY: DIXON SCHWABL + COMPANY

## GoToConnect

Dixon Schwabl + Company (DS+CO) is a full-service marketing company with more than 100 clients nationally. Based in Rochester, NY, DS+CO helps brands uncover high-growth opportunities, understand audience behaviors, and activate integrated brand experiences. While they can work with any industry, their expertise is in financial services, telecommunications, higher education and B2B services.

## CHALLENGE

Customer DS+CO brings holistic forward thinking to solve real business challenges with measurable impact. Their clients have come to expect this level of expertise along with their proactive and flexible solutions that can adapt with their business during good times and bad. So, when DS+CO's contract was about to expire with their previous phone system, they realized they didn't practice what they preached to their clients—their phone solution was incapable of adjusting with change. "We started to look at our phones and phone system and realized it wasn't working for us. The VoIP phones were nice back in

the day, but we couldn't easily take them home without reprogramming them. So, the phones sat on desks in the office," said Randy Zajonczkoski, Director of IT. This setup was not only costing them money in unused equipment, but the experience was also disjointed and clunky for both internal employees and clients. Inbound calls would be forwarded from the office phones to voicemail and then to email, where employees would retrieve their messages and call clients back. Zajonczkoski was motivated to find a cohesive solution that was easy to use and reliable.

## SOLUTION

The company was already leveraging Microsoft Teams and hoped to find a cloud-based phone system that would work seamlessly within one hub solution, without the added hassle of jumping between platforms for different needs. So, when Zajonczkoski and team discovered GoToConnect, they were thrilled to learn about its integration capabilities with Microsoft Teams, where calls, texts, voicemail, and notifications could be routed through a single platform. "GoToConnect with the Teams Connector is easy. It's nice to have one platform to be able to do our video calling. All our phone calls route through Teams and it has been flawless," Zajonczkoski explained.

The overwhelming feedback from DS+CO has been that "it's easy." Employees required limited training. They were already familiar with Microsoft Teams, and the added GoToConnect integration was straightforward, seamless, and easy to use. The LogMeIn onboarding process was

similarly easy and painless to follow as well. "The LogMeIn implementation team was great to work with. They kept us on track and preloaded the system for us. We tested ahead of time, but on the cutover date, 98% of everything worked. It was fantastic," Zajonczkoski said.

An added benefit, the solution is also customizable. Zajonczkoski can now select the features he wants to have accessible in GoToConnect or Microsoft Teams to create a process that aligns with employee preferences and needs. "The one thing that surprised me was how well GoToConnect and Microsoft Teams work together. With the Teams Connector, you can pick and choose the features you want to use, like hold music. Do you want to use the Microsoft version or the GoToConnect version? Do you want voicemail notifications through Teams, GoToConnect, or email? You can customize the platform to work the way you want it to," Zajonczkoski said.

## RESULTS

With improved voice quality, easy adoption, enhanced customer experience and reliability, DS+CO is convinced they made the right decision for their current and future business. But perhaps the most valuable indicator of success so far is the company's overall satisfaction and

surprising response. "Being the IT director, I generally get negative feedback. So, the fact that it's quiet and I get positive feedback speaks volumes about GoToConnect and Teams Connector," Zajonczkoski said.



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– Randy Zajonczkoski, Director of IT, Dixon Schwabl + Company

Discover how to get the best from both **GoToConnect** and **Microsoft Teams** with the **Teams Connector integration**. Learn more here: [GoTo.com/connect/integrations/microsoft-teams](https://GoTo.com/connect/integrations/microsoft-teams)