



## Success Story:

# 1 Truck Insurance

1 Truck Insurance Services LLC, located in Kewanee, IL, offers tailored coverage for the trucking industry. They operate from a fully hybrid workforce, with employees spread out amongst 4 locations.

### Challenge

1 Truck Insurance had been using GoTo as its primary business communications provider since its inception over four years ago. However, as customer preferences evolved, the company sought to expand its communication channels to include SMS, ensuring quick and effective interactions with customers and prospects. At the same time, maintaining high productivity and collaboration across its hybrid, dispersed workforce remained a top priority.

1 Truck Insurance faced several critical challenges as it sought to keep pace with evolving customer expectations and maintain operational efficiency:

**Decreased Effectiveness of Traditional Communication Channels:** Many customers no longer wanted to communicate via phone, preferring alternatives such as SMS. This shift created a gap in their ability to engage prospects and respond effectively to customer inquiries.

**Dispersed Workforce Complexity:** With team members spread across states and continents, as well as operating a physical storefront, maintaining seamless communication and collaboration became increasingly difficult. The team relied on multiple disconnected tools, which hindered productivity and coordination.

**Operational Inefficiencies:** The lack of a unified platform for both internal collaboration and external communication resulted in slow response times and inconsistent customer experiences. Quick and accurate insurance quotes—essential for converting leads—were harder to deliver.

"One of the main things we ask our customers now is how they wish to be contacted: by email, phone, or SMS. In 2024, we have so many forms of communication, and a lot of people don't like to talk on the phone anymore." Nicole McCall, Operations Manager

### Solution

To address these challenges, 1 Truck Insurance upgraded its existing GoTo licenses to include enhanced Customer Experience (CX) and Customer Engagement tools. This cost-effective enhancement allowed the business to:

"After 9 years in the industry, I've seen a lot of agencies use Microsoft Teams for basic chat and calls. What sets GoTo apart is its inclusion of SMS, campaigns, outside calling, and transferring — all on top of collaboration tools."

**Nicole McCall**  
Operations  
Manager

**Streamline Communication:** By centralizing all customer conversations into one platform the team could respond more efficiently and, on the customer's preferred channel.

**Enable Seamless Internal Collaboration:** The same platform supported internal communications, including phone, chat, and video meetings, ensuring the team had real-time access to customer data and histories without switching applications.

**Expand Capabilities Without Complexity:** The upgrade introduced powerful features like SMS, campaigns, and outside calling while remaining intuitive and easy to use, even for non-technical staff.



## Results

GoTo Connect delivered transformative results for 1 Truck Insurance:

**Speedier Customer Responses:** The ability to communicate through customers' preferred channels—whether SMS, email, or phone—enabled faster response times, improving service quality and lead conversion rates.

**Reduced IT Burden:** The user-friendly platform streamlined operations and minimized the need for IT support. Diagnostics tools and intuitive interfaces saved time for staff. "GoTo Connect is very user-friendly—even when you go into call diagnostics. If I can do it, anybody can."

**Enhanced Internal Collaboration:** By centralizing customer data and communication tools, the platform improved team productivity and eliminated the inefficiencies of juggling multiple apps. "We use GoTo for everything—campaigns, SMS, phone calls, and internal chat and video meetings."

**Cost Savings & Scalability:** GoTo offered a cost-effective solution compared to larger vendors, with the flexibility to scale as the business grew, adding new licenses or upgrading existing ones as the company needed. Support queries were also resolved quickly and efficiently by GoTo, without the need for 3rd party IT support. "Support is always quick to solve any query and very friendly."



## Conclusion

By upgrading to GoTo's enhanced CX tools, 1 Truck Insurance successfully adapted to modern customer communication preferences while improving internal collaboration and reducing costs. The platform's versatility and ease of use ensured quick response times, streamlined operations, and a significant boost in customer satisfaction. With GoTo Connect, the company is well-positioned to continue delivering exceptional service and scaling its operations for future growth.

Looking to simplify and enhance your business communications?  
GoTo can help. Visit [goto.com](https://goto.com) to learn more.

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