

Success Story:

National Cleaning Franchisee

GoTo Connect customer Jeff Hanlon owns two growing residential and small-office cleaning franchise locations and needed a unified communication solution to streamline operations, support mobility, and scale with business growth.



Challenge

As Jeff expanded to operate two franchise locations, he was confronted with a fragmented, inefficient communications system that hampered both daily operations and long-term growth:

Multiple Providers: Using different vendors for phone and messaging increased complexity and costs.

Limited Integration: Their legacy provider couldn't seamlessly support both businesses under one platform without doubling costs.

Fragmented Messaging: A lack of integrated messaging led to dependence on additional tools like Slack for internal communication.

Mobility Constraints: Jeff wanted the freedom to manage the business from anywhere—even internationally—with robust, reliable connectivity.

Scaling Challenges: Adding a franchise introduced further administrative and technical headaches, as each office had its own systems and workflows.

“We needed to integrate two businesses and multiple channels into one platform. Having multiple providers just made things more complicated and expensive.”

Jeff Hanlon, Franchisee



Solution

After consulting with other national franchisees and searching for an all-in-one solution tailored to the needs of a growing franchise network, Jeff chose GoTo Connect to streamline communications, unify his teams, and enable seamless collaboration across both locations:

All-in-One Communication: Calls, texting, and other channels were unified under a single provider, eliminating redundancies.

Dual-Number Integration: GoTo Connect enabled both franchise numbers to ring to the same customer support and sales teams (regardless of location or geography), while keeping customer-facing identities and workflows distinct.

Mobility & Remote Access: Key staff (including owners based across the

66
GoTo Connect
let us
consolidate
multiple systems.
Texting
customers,
managing two
franchises,
even covering
for another
office—it's all
seamless now.”

—Jeff Hanlon,
Franchisee

East Coast and a fully remote sales team) could access the system from anywhere, supporting both a hybrid and fully remote working style.

User-Friendly Administration: Call routing, group setup, and team management could be done directly by Jeff without outside IT support.

Seamless Scaling: As Jeff’s franchises grows, additional numbers, users, and advanced call features—like call recording and routing—were available on demand. “We added a whole separate business, but to our team it didn’t feel much different. GoTo Connect made it so much simpler.”



Results

Switching to GoTo Connect transformed communications across both national franchise locations, delivering new simplicity, reliability, and scalability for Jeff’s business:

Seamless, Cost-Effective Transition: Migrating from multiple point systems was quick and reliable, with no disruptions or learning curve issues. “No problems with porting numbers. I was prepared for trouble, but it was really quite easy.”

Unified Platform & Reduced Burden: With all communication and administration consolidated in one place, billing, support, and user training became much easier—saving time and reducing costs. “I quickly became an expert. It was super simple.”

Improved Responsiveness & Mobility: Text messaging is now the preferred customer channel, and staff can easily toggle between franchise identities while working from any location, even internationally. “The fact that we can be anywhere and still be fully connected is huge.”

Enhanced Productivity & Growth: Owners can oversee daily operations remotely, scale up as the business grows, and serve customers more efficiently with fewer administrative distractions.

“I’d recommend this system to anyone. The fact that we can be anywhere and still be fully connected is huge. GoTo Connect makes that possible.”
Jeff Hanlon, Franchisee



Conclusion

GoTo Connect empowered Jeff Hanlon and his team to modernize communications across multiple national franchise locations. By eliminating fragmented systems, simplifying administration, and enabling anywhere access, GoTo Connect supports ongoing growth and an exceptional customer and employee experience. As Jeff’s franchises continue to grow in operations, GoTo Connect’s scalability, flexibility, and reliable support ensure communications never hold the business back.

Looking to simplify and enhance your business communications?
GoTo can help. Visit goto.com to learn more.

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