

A Success Story: Connecting Media

“Thanks to GoTo Connect’s simplicity and its broad feature sets, we work much more efficiently. Technologically-speaking, there are no barriers to our taking over the service for the user which means we can look after more customers.”

‘Connecting Media’ is an IT consulting company that offers comprehensive digitisation solutions in the field of IT security, IT services and data protection. Their goal: to put companies in the best position for the digital future. They support their customers from the first idea to the finished project, offering the appropriate building blocks for digitisation. Complex issues are presented simply and requests are implemented in a solution-oriented manner.

www.connectingmedia.de




The Challenge

Connecting Media is a small business, but works with customers from the barber shop next door to companies listed on the German Stock Index (the DAX). They are not only limited to their region, but operate throughout the Germany/Austria/Switzerland area. And, according to Andreas Kunz, founder and managing director of Connecting Media, this was precisely where the greatest challenge lay.

Kunz began by explaining, “we were faced with the task of finding a provider for cloud telephone systems that not only met our requirements for IT security and data protection, but also our customers' requirements. We were also looking for a telephone solution that would save us work when it came to team integration.”

“We had been dealing with the topic of cloud telephony for a long time but, since our foundation in 2017, we never had a provider on hand who was able to impress us across the board,” said Kunz. But that was all about to change!




Connecting Media was thankfully contacted by the GoTo Partner Team at that time, “I have to admit, I hadn’t heard of GoTo at that point, but I was very curious to see what this new (as far as I was concerned) provider had to show me,” Kunz recalled – and it was quite something.

A short time later, Kunz met Elmar Kaufmann who pitched the technical attributes of GoTo Connect (the Voice-over-IP telephone system from GoTo). The pitch really inspired Kunz. It’s an entirely digital telephone system – a conventional telephone connection is not required. All calls are made via the internet.

“So I was sitting at the pitch and I thought to myself, why don’t we offer this ingenious solution. I was so enthusiastic about GoTo Connect from day one that I put my money where my mouth is and added the telephone system to our product portfolio,” said Kunz, summarising. He went on to add, “my credo is that we only sell things to our customers that we also use ourselves.” We trusted GoTo and GoTo Connect was so well positioned that it became immediately clear that Connecting Media’s search for a telephone system was over.




The solution

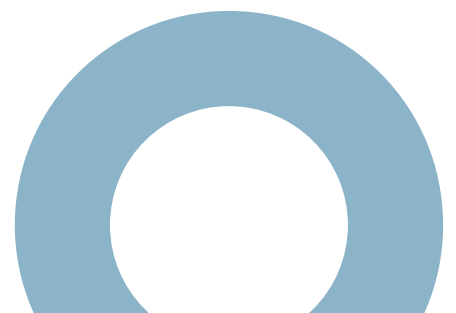



GoTo Connect’s installation and integration made a lot of things easier for Connecting Media, “everything was right from the start – including the price, if you consider what the system can do,” explained Kunz and went on to add, “I am so enthusiastic about GoTo Connect that it’s almost the only thing I pitch.”

Kunz was particularly impressed by the ease of use and the user interface, “the system is very easy to use when compared with other providers. With GoTo Connect, I don’t have to spend two days sitting in training centres in order to properly understand where to put individual ticks,” Kunz explained and added, “I’m a huge fan of the drag & drop editor by the way – I love it.”



Kunz, a consummate technician, also made it clear that adding a new product to the portfolio is anything but a sure-fire success. “I am particularly sceptical when I bring a new manufacturer on board because then I have to spend time training. Put simply, I have to brief my technicians,” Kunz emphasised at this point and added enthusiastically, “but this was not the

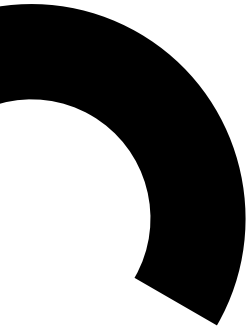




case with GoTo Connect. Everything is very intuitive and I didn't waste time in meeting rooms, I just got the product straight out there."

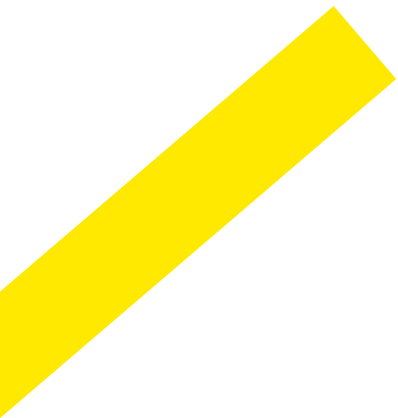
The company has also made great progress in terms of customer service and professionalism. With the integration of GoTo Connect, you no longer had just perceived availability, but actual availability.

"We now had the opportunity to record different voice messages. During business hours, the customer can decide, at the push of a button, whether they want to be connected to sales, accounting or support agent, for example. Outside business hours, the customer will hear other recorded messages. It's very easy to pick up new customers this way. This not only improved the way our company looked to the outside world, but also improved our flexibility enormously," said Kunz enthusiastically.



It was also important to Kunz that the telephone system could be rolled out on multiple PCs and devices, and that was certainly possible with GoTo Connect. "The transition between several devices always runs very well and smoothly," Kunz added at this juncture.

Connecting Media was also able to use GoTo Connect to ensure that new employees could be integrated into the company both quickly and easily, "Onboarding new employees is now a piece of cake. When I think back to the other tools, I always had to jump from one submenu to the next to add an employee to a call group. That was not only very time-consuming, it also got on my nerves. Thanks to GoTo Connect, the user is now in the profile with only a couple of clicks," said Kunz with a satisfied smile on his face.




When asked about implementation, Kunz had to laugh for a moment, "to be honest with you, the onboarding was done and dusted in two hours. Then everything worked. It was tough, but also really cool," said Kunz.



The result

The introduction of a GoTo VoIP telephone system was a win for Connecting Media. "With GoTo Connect, we wanted to position ourselves more broadly and professionally and we have exceeded these goals. Our customers appreciate the practical accessibility and total security and our employees appreciate the ease of use and integration," Kunz emphasised.






With GoTo Connect, Connecting Media has not only expanded its product portfolio, we have also improved many of our work processes – both internally and externally. “Thanks to GoTo Connect’s simplicity and its broad feature sets, we work much more efficiently. Technologically-speaking, there are no barriers to our taking over the service for the user which means we can look after more customers,” Kunz explained.

GoTo Connect also completely addressed the security factors, which was a very important requirement for Connecting Media. They wanted to integrate a telephone system that would also allow them to work with large companies. And they succeeded in achieving this goal. “Since we also support DAX companies and are active in the security environment, we have high demands in terms of encryption technology. GoTo Connect’s encryption technology impressed us from the start – and is still impressing us to this day,” said Kunz.

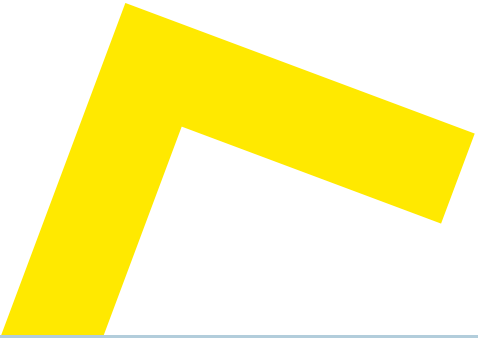
Connecting Media has not only increased the number of satisfied customers, but also its flexibility. With GoTo Connect’s integration, Connecting Media has taken the leap into the world of business communication 2.0 quickly, easily and securely.



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Andreas Kunz

Connecting Media Managing Director and Founder



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