GoTo
Connect

ATMC
AUSTRALIAN
TECHNICAL &
MANAGEMENT
COLLEGE

Australian Technical and Management College (ATMC)

Australian Technical and Management College (ATMC) is a leading higher education provider offering undergraduate, postgraduate, and professional year programs. With a mission to provide an excellent academic experience, ATMC focuses on personalised education, industry connections, and empowering students to make a positive impact in their communities. With multiple campuses in Sydney and Melbourne, the institution offers a range of degrees and caters to a diverse student population, including international students from India, Nepal, Bangladesh, and others.

Challenge

ATMC faced multiple challenges that hindered collaboration and communication among students and academic staff. Their outdated legacy phone system lacked essential features such as tracking and reporting capabilities, limiting the adaptability of the workforce in remote work or flexible work arrangements. "We were after a cost-effective solution that would integrate seamlessly with the existing IT infrastructure and enable effective communications and collaboration," said Lucas Kurniadjaja, Head of IT for the ATMC Group.

Solution

ATMC considered multiple options, but GoTo Connect emerged as the preferred choice due to its ease of maintenance, cost-effectiveness, and seamless integration with its IT ecosystem.

> "GoTo Connect has fantastic features like chat and a customisable dial plan. It's also a lot easier to maintain internally which removes the additional costs involved with upscaling or hiring an engineer to manage the platform," Kurniadjaja shares.

He added, "we occasionally experience downtime with Microsoft Teams, so it's been great to have GoTo Connect to bridge any communications whenever we have those incidents. This affords us peace of mind."

GoTo Connect's compatibility and integration with Microsoft Teams were also significant factors in the decision-making process. The cloud-based nature of GoTo Connect and its seamless integration with existing systems like Microsoft Teams made the adoption process straightforward. "We haven't encountered any issues, pushback, or concerns since implementing the solution. In fact, adopting the solution has helped

agents and student support teams manage communications from a single platform, improving their day-to-day productivity," said Kurniadjaja. ATMC aims to meet the diverse requirements and requests of their students, academic staff, support staff, and partners effectively. He continued, "the primary focus is on engaging inter-departmentally and managing inbound calls from students (existing and prospective), student support, student agencies, and university partners. By using GoTo Connect, we have established a structure within our teams and gained valuable data and metrics for measuring performance."

Results

The implementation of GoTo Connect has yielded both quantitative and qualitative results. From an analytics perspective, ATMC now has access to more data, enabling them to track productivity within the student support team. Outbound calls can also be monitored to assess individual and team performance.

The feedback from internal personnel has been positive. "Senior leadership appreciates the visibility and insights into customer interactions. The integration of GoTo Connect to our existing IT stack eliminated the need for multiple platforms and enhanced employee productivity," Kurniadjaja shared.

Besides the product's performance, the customer experience from purchase to implementation was equally impressive. The seamless transition, transparency in the purchasing and onboarding processes, and lack of downtime contributed to a positive overall experience for ATMC. "In addition to the reliability of the solution, the sales and onboarding teams offered excellent support. I think that's what sets GoTo apart from other vendors – everyone was very helpful and responsive," Kurniadjaja concluded.

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