



## Success Story:

# Mendocino Forest Products

Mendocino Forest Products Company, LLC (MFP), is a leading manufacturer and distributor of environmentally certified redwood decking, fencing, landscaping, timbers, and dimensional lumber products, as well as environmentally certified Douglas-fir dimensional lumber. Through its partnership with The Home Depot, the company supplies beautiful redwood and Douglas-fir lumber products to customers throughout California and the western US.



## Challenge

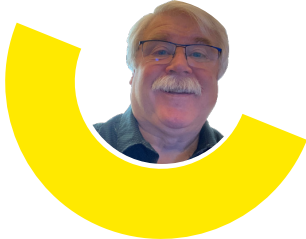
Like other companies with multiple locations, disparate phone systems caused issues for MFP. “We were using multiple in-house phone systems that were old and didn’t communicate with each other,” said Jon Le Roi, Director of IT at MFP. “I had a Cisco system in one location, an AT&T system in six locations, and a Shortel system elsewhere. Having a skill set to support all of these different systems was tough, and then if someone wanted to go back and forth between locations and use their phone wherever they were, that wouldn’t work — they’d have to start all over with a completely different phone number.”

Additionally, something as simple as creating and maintaining a phone directory was unnecessarily time-consuming and tedious. “We had these spreadsheets that served as phone directories for all of our locations, and our HR team had to spend a lot of time keeping them up to date. It was a nightmare. And from an IT perspective, it made it tougher for us to provide support — we’d get a ticket saying, “John Smith has a computer problem; please give him a call,” and we’d have to pore over spreadsheets figuring out which John Smith they were talking about and at which location,” he said.

Frustrated by the growing costs and maintenance headaches, MFP began searching for a versatile, flexible phone platform. “Our previous systems were expensive and difficult to maintain. We decided to look

“GoTo’s ROI was amazing — we saved about \$150,000 in year one by getting rid of all of the PRIs and service contracts. It’s equipment that we don’t have to deal with anymore.”

**Jon Le Roi**  
Director of IT at  
Mendocino Forest Products



for a better solution and quickly determined that an on-prem system wasn’t the way to go; we realized a hosted solution would better suit our needs,” Le Roi said.



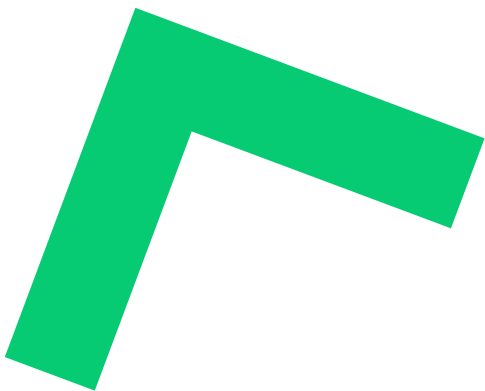
## Solution


Le Roi and his team considered several solutions before ultimately deciding on GoTo, appreciating its ease of use and versatility. “Moving to GoTo Connect was a big thing for us. With GoTo Connect, I sit down, punch in a star code telling the system that this is now me — and not only am I transferring my number to that location, but my whole phone switches to mine, so all my buttons are the same. If I hit “messages,” I hear my voicemail message. And GoTo’s directory function makes directory maintenance and search much easier. When I need to find an employee, I just go to my phone, hit directory, and do a search. It’s much easier to see where folks are located and get in touch rather than having to track them down,” he said.

Rolling out GoTo Connect across the company’s locations went off without a hitch. “Most of our locations are self-reliant, so they dealt with everything themselves, including the phones; we sent them the phones, and they plugged them in. Then, on the day we ported the numbers, their new phones started ringing, and their old phones could be recycled,” said Le Roi.


GoTo’s ease of use has also virtually eliminated the need for training. “We recently had someone move from our Hawaii location to our Scotia, California location, and they didn’t need any training. It’s the same phone, the same phone system, and he already knows exactly how to use it. And when people move from offices within one location to another, IT doesn’t have to get involved. They just unplug their phone, take it to their new location, plug it in again, and it’s ready to go,” Le Roi said.

MFP especially appreciated the ease with which call paths can be customized for each location. “We don’t have a big call center. We don’t have what I would call elaborate needs for things in phones. But we do have some unique things. And one of the things that was nice was the ability to create unique call paths for each location. No two call paths





are alike — everybody wants to do something slightly different, and none of our locations have a role where someone is answering the phone and directing calls. GoTo Connect makes it easy to automatically route callers where we need them to go,” he said.



He continued, “For example, we do a round-robin call in one of our locations where we have multiple support people so that no one person is getting bombarded by calls. GoTo makes it easy for a support pro to put themselves on hold from calls, allowing them to work on a different project and routing all the calls to someone else on the team. GoTo has plenty of features when we need them, and they’re easy to find.”

MFP also relies on GoTo Connect to provide analytics to the company’s sales managers. “Even though we don’t have a call center, we do have salespeople in multiple locations, and we use GoTo Connect to help track their metrics — how they’re doing with answering phones, how much time they spend on the phone, etc. GoTo’s database is totally open to us, so we import all of our call histories into a SQL database and run reports off of it on our own,” Le Roi explained.



The company uses other GoTo products to help streamline its internal and external communication: GoTo Webinar and GoTo Meeting. “Our marketing group uses Webinar for educational events — for example, they just hosted an event to educate architects on the advantages of using wood in construction. Additionally, we use it to help educate our customers’ customers. We sell mostly to larger retailers like Home Depot; a lot of our marketing effort is going toward helping homeowners understand the pros and cons of using one product over another,” said Le Roi.



“Meetings is now our gold standard meeting application,” Le Roi shared. “There was a time when we were trying to support eight different meeting applications — employees would come to us saying, “I was on a call with so-and-so, and they use this product, so I want to have that on my computer.” It was time-consuming and frustrating. Now, Meetings is what everyone uses. We got rid of the rest of them — other than Microsoft Teams, which was included with our Office 365 subscription — and our employees appreciate that Meetings is embedded into Outlook.”



## Results

Since implementing GoTo Connect, MFP has streamlined its phone system and slashed costs. “GoTo’s ROI was amazing — we saved about \$150,000 in year one by getting rid of all of the PRIs and service contracts. It’s equipment that we don’t have to deal with anymore. The only hardware that we invested in is desk phones,” said Le Roi.

Another area that GoTo has streamlined has been faxing. “We’ve gotten rid of all fax machines, so everybody now is using Efax. It’s a nice feature, even for those of us who receive maybe 2 or 3 faxes a year. All the sender needs to do is fax my phone number, and it shows up as an e-mail in my Inbox. I don’t have to have a \$200 fax machine sitting around just waiting for a fax. And it also boosts security — you don’t have to worry about who may see a fax sitting on top of the machine. GoTo has a ton of functionality that we take advantage of,” Le Roi said.

With GoTo Connect, MFP has been able to cut the number of IT employees needed to manage the phone system by 66%. “In the past, we had three people who co-managed our phone systems — it wasn’t a full-time thing, but we had three people responsible for setting up and maintaining our phone systems. Today, one person can easily manage all of our phones. GoTo has reduced our phone system’s complexity,” Le Roi explained.

Support has also been an area where GoTo excels. “We’ve probably only had to call and talk to somebody twice in five years, and both times somebody answered the phone and answered our questions on the call. That’s a huge thing for us — one, that we don’t have to call that often, and two, when we do, there’s someone there to take care of us,” he said.

“It’s been a great relationship for us because it’s been extremely reliable. It works and does what we need it to do, and it’s affordable. I highly recommend GoTo; the interface is intuitive and easy to follow, the call quality is excellent, and it works every time,” Le Roi concluded.

Want an intuitive, easy-to-use phone system that gives your employees flexibility across multiple locations? GoTo can help. Visit [goto.com](https://goto.com) to learn more.

[Learn More](#)