GoTo Connect

Salt Lake Express

Founded in 2005, Salt Lake Express has grown significantly since its inception, now offering services across multiple states. With ~150 employees, the company has broadened its routes and destinations, enhancing its shuttle and bus services to meet the increasing demand for reliable transportation in the region.

Challenge

For over 30 years, Salt Lake Express has provided essential bus routes and charter services across six states, originating in Idaho. With more than 200 employees, the company operates from multiple offices, storefronts, three call centers, and five mechanic shops, ensuring smooth operations and exceptional customer service. The Customer Relations Director, James Glass, leads the team responsible for addressing customer inquiries and ensuring satisfaction. Despite its robust operations, the company faced growing customer expectations, requiring timely and effective resolutions for inquiries and complaints. Some of their key challenges included:

Limited Data and Insights: The previous system lacked transparent metrics. This made it difficult to track agent productivity, monitor call activity, or address inefficiencies effectively.

Call Handling Inefficiencies: The old system routed calls in a first-come, first-serve manner, failing to optimize workload distribution. Disjointed communication among teams also often slowed resolution rates and customer updates.

Limited Communication Channels: Rising customer expectations often went unmet due to limitations in technology, leading to increased complaints. Customers sought streamlined service across phone lines, chats, and other digital channels, which the company couldn't initially provide.

> "Before GoTo Connect, we didn't have the tools to track call times or identify outliers. Now, we can use that data to improve both employee performance and customer satisfaction." - James Glass, Customer Relations Director

Solution

Since implementing GoTo Connect, Salt Lake Express has transformed their operations by providing advanced tools to enhance efficiency and customer engagement:

Advanced Call Analytics: GoTo Connect provides robust metrics, such as average call time and time spent on pause, giving supervisors real-time transparency into team performance.

Multi-Channel Communication: With GoTo Connect, the company introduced text messaging and team chats, making communication faster and easier for both customers and internal teams. Team chats allow department-wide updates and collaboration. Agents can stay informed on ongoing service issues, ensuring consistency when addressing customer concerns.

Smart Call Routing: Calls are no longer routed randomly or to shared extensions. Instead, they are directed to individual agents, optimizing workload distribution and reducing internal friction. For customers who dislike long hold times, GoTo Connect's callback feature has been a game-changer, increasing customer satisfaction.

Results

The integration of GoTo Connect delivered significant business benefits, including:

Improved Transparency Metrics: Supervisors can now track and address inefficiencies in real time. For instance, they've used call duration and pause-time data to train and coach team members effectively. "With GoTo Connect, we have so much more information at our fingertips, allowing us to track productivity and address issues effectively."

Higher Productivity: Since implementing GoTo Connect, agent productivity has increased significantly. Supervisors catch inefficiencies quickly, ensuring that team members remain focused with fewer delays.

Better Customer Support: Introducing multiple communication channels (text, calls, and team chats) provided customers with more ways to connect, reducing frustration and improving their overall experience. Customer complaints dropped by 50% in August and an additional 34% in September, just months after implementation.

Smart Routing & Better Collaboration: Call routing enhancements led to a fairer division of workload among agents, improving team morale and preventing burnout. With all agents on the same platform, they can easily loop in subject matter experts and be kept up to date with trending issues. "Team chats ensure everyone is on the same page, even after being out for a day or two. GoTo Connect has been a much better communication tool for us."

Conclusion

GoTo Connect has transformed the Salt Lake Express's customer service and communication, enabling it to meet rising customer expectations with greater transparency, smarter tools, and improved efficiency. Complaints have decreased significantly, productivity has surged, and customer satisfaction has reached new heights, all while supporting the company's growth and commitment to excellence.

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

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