

# SUCCESS STORY: FARMERS INSURANCE GROUP

Farmers Insurance Group has been serving America since 1928, only one year before the greatest economic depression in American history. Farmers' success then and now is directly attributable to innovative business thinking and a commitment to doing what's right. Today, Farmers supports individual owner agents who do more than just help customers protect their hard-earned assets. Farmers agents are leaders, helping communities get back on their feet after a disaster, and being the one customers turn to, time and time again.

## LEARN HOW FARMERS INSURANCE GROUP HARVESTED HOSTED VOICE WITH GOTOCONNECT

### Challenge

Like many small businesses, the Farmers Insurance Group office in Englewood, Colorado was looking for a modern, enterprise-grade voice communications solution that was both feature-rich and affordable. They decided to go with a Voice over IP (VoIP) solution delivered by a large, well-known industry name. And that's when the problems started.

Call quality and audio clarity were the largest problems. Calls were consistently plagued with quality of service issues, including latency, jitter, and packet loss. For a business whose success was tied directly to its ability to make and receive calls, the business owners quickly realized the solution they had chosen wasn't going to work.

They switched to another large VoIP provider, hoping that the call issues were limited to the first provider. Agent Business Consultant Garrett Sadusky said, "They promised a lot, but delivered a little." While call quality was more reliable, managing the system was difficult. Adding a new staff member to the phone system was a complicated, complex process that was consuming more time than it needed to.

Frustrated, Sadusky began searching the Internet for a service provider with better customer ratings and reviews. He investigated the top VoIP providers and compared available features and service costs. When he found GoToConnect, formerly Jive, he wondered if they were too good to be true. Online ratings and reviews were high – consistent 4 stars or better—and the service came with more included features than he could count.

### Solution

This Farmers agency reached out to GoToConnect to learn more about their service, available features and functions, and costs. They ended up making the switch to GoToConnect based on the following contributing factors:

- **Industry Leading Call Quality.** With GoToConnect, the call quality issues they experienced before were non-existent. In fact, call quality was crystal clear—on every call, every time.

- **Simple System Management.** The entire telephone system was quickly and easily configured, updated, and maintained from a single, browser-based GoToConnect Administrator Portal. Using GoToConnect's wizard tools, adding a new user, line, or device could be accomplished in less than a minute.
- **Focused Customer Support.** GoToConnect's customer service and technical support teams were U.S.-based and available to both system Administrators and end users 24/7. They were also assigned a dedicated Service Account Manager (SAM), giving them a direct support line who understood their needs before and after implementation.
- **Low, Per-Seat Monthly Cost.** GoToConnect's costs were competitive and more importantly, all inclusive. All call features they were looking for were included at one low cost for all system users. And new and upgraded features were added automatically, with no downtime and no increase in cost.

### Results

For the past two years, this Farmers agency has been running 100% GoToConnect and hasn't looked back — and **the positive impact was immediate.** Sadusky said, "The system is simple." The key advantage of the GoToConnect solution has been in the GoToConnect Dial Plan Editor, and now, "We never miss calls anymore." The Editor allows Farmers to establish schedule-based call routing, integrate customized auto attendants, ring multiple extensions at once, and even auto-forward calls to numbers outside the system. In fact, their GoToConnect system has been such an asset, that **they have been referring other Farmers agencies to GoToConnect since 2012.**

*"The GoToConnect system is simple.  
We never miss calls anymore."*

**Garrett Sadusky, Agent Business Consultant,  
Farmers Insurance Group in Englewood,  
Colorado**