# GoTo Connect

# CPC Office Technologies

Copy Products Company (CPC), a regional leader in copier and multifunction printer (MFP) sales and support, needed a modern communication system to enable IT and sales teams to stay productive and responsive on the go. By adopting GoTo Connect's unified phone system, CPC has empowered employees to serve customers flexibly while protecting privacy—without the burden of carrying multiple devices.

## Challenge

As CPC's business and technical teams became more mobile, several pain points emerged:

**Limited flexibility and mobility:** IT specialists and sales staff spent minimal time at their desks but needed to remain accessible. The legacy phone setup required them to give out personal cell numbers or carry separate work phones, blurring boundaries and complicating after-hours availability.

**Barriers to unified communication:** Old protocols made it difficult to transfer calls seamlessly or forward customer support requests to the right team member—especially when staff were traveling or working remotely.

**Privacy and work-life balance concerns:** Team members having to give out personal or direct mobile numbers led to unwanted calls outside business hours. Managing two phones, or fielding calls after-hours, contributed to burnout and inefficiency.

## Solution

CPC streamlined voice communications with GoTo Connect's cloud-based phone system:

**Business calls anywhere:** GoTo Connect's mobile app lets staff make and receive business calls from their mobile devices—without disclosing personal numbers. Operators can route calls directly to employees in the field, and employees can turn off business calls outside work hours, supporting work-life boundaries.

**Seamless call management:** The system easily routes calls and messages, with extensions and forwarding that work whether employees are at their desks or in the field.

"Our setup with GoTo Connect was completely effortless—pretty much plug-and-play. We just plugged it in, put in a PIN, and walked away. The staff could use it right away with no issues."

**Ned Roberts,**
IT Specialist

**Simple, rapid adoption:** Implementation was effortless and "truly plug-and-play," requiring little more than entering a PIN to get each device operational. Minimal end-user training was required, minimizing disruption.

## Results

GoTo Connect delivered clear benefits for CPC's IT and sales teams:

**Enhanced mobility and privacy:** GoTo Connect enables CPC staff to work remotely and travel freely while remaining accessible. Employees can easily deactivate business calls outside of work hours, protecting their personal privacy and eliminating the need to give out personal numbers or carry multiple phones. All work communication is streamlined through a single, professionally managed app and business number.

**Seamless customer support and responsiveness:** Advanced call routing, forwarding, and extension features ensure customers are quickly connected to the right expert, even if their original contact isn't available. This flexibility allows the team to deliver smooth, responsive support and consistently high customer satisfaction.

**Effortless deployment and usability:** The easy, plug-and-play setup minimized IT burden and required no steep learning curve, enabling a smooth transition for both technical and non-technical users. This streamlined rollout allowed staff to adopt the new system quickly and confidently.

> "GoTo Connect lets me leave the office and still be connected, but switch off business calls when I'm off hours. I don't have to hand out my personal number or carry two phones anymore, and the system just works—it's effortless. It's made my life easier and improved how we serve customers." Ned Roberts, IT Specialist

## Conclusion

By deploying GoTo Connect, Copy Products Company modernized its communications, enabling secure, flexible, and professional connectivity for its staff—whether in the office or on the move. The result is happier employees, better service for customers, and a scalable foundation ready for future enhancements.

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

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