

Success Story:

Versitech LLC

Versitech LLC, a fast-growing fintech company serving restaurants and hospitality businesses nationwide, needed a contact center solution to keep operations coordinated across multiple offices. By leveraging GoTo Connect's Contact Center platform and integrated AI tools, Versitech streamlined processes, improved workforce performance, and delivered excellent customer experiences throughout their rapid expansion.

Challenge

As Versitech grew and diversified, they encountered key challenges:

Disconnected communication & data: Their initial patchwork of direct phone lines and siloed tools created bottlenecks, limited operational visibility, and resulted in double data entry that slowed support and made it tough to track customer interactions.

Rising support demands: Teams faced growing customer needs and higher call volumes, requiring modern omnichannel solutions to handle transactions by phone, chat, and text—while ensuring rapid, high-quality service delivery.

Security & scalability requirements: To comply with strict financial data standards, Versitech needed solutions that could scale securely, centralize information, and maintain compliance as the company expanded to new locations.

Solution

Versitech unified service and sales workflows with GoTo Connect's robust cloud Contact Center:

Unified platform: Intelligent call routing, fully integrated chat and text queues, and automated dial plans gave every office consistent support capabilities, while CRM integration with Salesforce ensured accurate, up-to-date client histories accessible to every team member.

Advanced analytics & AI: Contact Center's real-time reporting dashboards, agent performance KPIs, and AI-driven features—such as call sentiment analysis and automatic summaries—enabled managers to track trends, optimize staffing, and quickly identify coaching opportunities.

“GoTo Connect’s Contact Center capabilities help us provide better service, see gaps, and staff resources where we need to. We can track measurables, KPIs, and improve performance.”

Robert Copeland,
Director of
Strategic Initiatives

Omnichannel & agile support: With capabilities for phone, chat, and email now in a single solution, Versitech was able to efficiently serve a tech-savvy and diverse customer base; active participation in GoTo Connect’s beta programs kept them at the forefront of new feature adoption and ensured the platform grew with their needs.



Results

GoTo Connect Contact Center empowered Versitech to achieve measurable business improvements:

Improved efficiency and productivity: Unified communications and automated workflows minimized manual tasks and system switching. Real-time dashboards helped managers optimize staffing and respond quickly to support needs, enabling the team to handle more inquiries without increasing headcount.

Elevated customer & employee experience: AI analytics and call summaries made it easier for supervisors to review interactions and coach staff, boosting issue resolution and service consistency. Salesforce integration gave teams rapid access to complete customer histories, supporting personalized, high-satisfaction service. Employees enjoyed streamlined omnichannel tools in one platform, improving morale and reducing tech overload.

Strong partnership and future readiness: GoTo Connect’s responsive support, proactive product updates, and beta access kept Versitech ahead of industry trends. Continuous collaboration meant features evolved with their business, and the platform’s reliability allowed Versitech to expand confidently while maintaining security and compliance.

“GoTo Connect has allowed us to unify and optimize as we’ve scaled. The AI tools and analytics help us coach our teams and deliver a seamless experience for customers across every channel,”

Robert Copeland, Director of Strategic Initiatives



Conclusion

By partnering with GoTo Connect, Versitech built a secure, scalable, and future-ready communications foundation. This enables them to maintain operational excellence and premium customer service as they grow, keeping both staff and clients engaged and empowered.

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

[Learn More](#)