

## Data Sheet



## Contact Center

A feature-rich, cloud-based contact center designed to improve customer experiences, boost sales, and unlock valuable insights.



### Purpose Built for SMBs.

GoTo Contact Center is designed to fit the budget of any growing business. Its streamlined approach delivers all the technology, features, and data that larger organizations enjoy, at half the cost.



### Action your data.

We designed our software to enable you to access insights with customizable dashboards, view daily, weekly or real-time reports on agent performance, missed calls, and other key metrics.



### Set your business up for success.

Customer expectations are rising. You need to arm your customer-facing teams with the right tools. Offer your customers queue call-backs, route calls to the right staff members, and seamlessly switch from voice, video, SMS, chat, or social media.



### Work with a trusted partner.

With premium deployment services, 1-to-1 set up assistance, uptime over 99.999% and 24/7 customer support, we'll give you the tools and performance you need to win.



### Connect and support your business.

GoTo is the only software on the market to enable your teams to answer incoming customer calls or drive outbound sales from home while equipping your IT team to support them wherever they are.



### Enjoy hassle-free IT.

Our Contact Center solution was designed to be easily deployed and maintained with tools to make updates simple. Configure call flows with the intuitive visual dial plan editor, customize queues, or set up communication channels all through a single, simple admin platform.



## Key features for IT admins:

**Easily configure your call flows** using our visual dial plan editor without having to pay a technician and reduce costs.

**CRM integrations** to give your staff access to the most up-to-date customer information and arm them with the insights they need to improve customer interactions.

**Assign permissions** to different staff, supervisors or business owners, along with access to certain data or tools to ease the IT admin burden.

**Multi-channel set up for voice, video, chat, social and SMS** to allow staff to switch to different modes of communication depending on customer preference and to improve time effectiveness.



## Key features for supervisors:

**Daily, weekly and realtime analytics & reports** highlighting call stats, staff performance & summary, goal measurement, missed calls, etc. to help the business make informed decisions.

**Intelligent call routing** to ensure the customers are directed to the right people for assistance and improve your first call resolutions.

**Queue callback setup** to allow customers to hang up, keep their place in the queue with a callback once the staff is free which will further reduce hold times.

**Coaching assistance** with listen, whisper, barge and call recording functionality to help improve customer interactions.



## Key features for staff:

**Omni-channel customer information** allows staff to link a chat conversation to a contact and gain access to a historical view of the contact's conversations ensuring accurate customer data is always available.

**Pre-recorded voicemail and pre-saved texts** allow staff to leave a preprogrammed message to increase their talk time with live customers and reduce idle time.

**Outbound dialer** to automate and accelerate sales calls. Without having to locate and input contact details, improving staff effectiveness and productivity.

**Co-browsing** allows staff to gain access to see exactly what the customer is seeing with video and voice, seamlessly and securely to improve customer satisfaction and staff efficiency.

## All features:

IT Admin Experience			
✓	Create Call Queues	✓	Log Out Unregistered Staff
✓	Assign Queues	✓	Ignore Forwarded Device
✓	Ring Strategy Settings	✓	Pause Reasons
✓	Queue Scheduling	✓	Pre-Saved Text Messages
✓	Position Announcement & Frequency	✓	Auto Queue Callback Settings
✓	Remove Callers (when queue has no staff)	✓	Create Campaigns
✓	After-Hour Message & Schedule	✓	Permission Control
✓	Skills Assignment	✓	Staff Wrap-up Time
✓	Pre-Recorded Audio Messages	✓	Chat Distribution
✓	End Wrap-Up	✓	Allow New Callers Into Empty Queue
✓	Create Chat Queues	✓	Log Out Staff (when they miss a call)
✓	Intelligent Call Routing	✓	Caller ID to Display to Callers
✓	Connect Time-Out Settings	✓	Tag Management
✓	Ring Active Staff Settings	✓	Priority Management
✓	Custom Ring Back Music	✓	Report Caller Hold Time
Supervisor Experience			
✓	Manage Staff Status	✓	Manage Wallboards/Dashboards
✓	Monitor and Coach Staff (chats)	✓	Campaign Breakdown
✓	Call Queue Breakdown	✓	Monitor and Coach Staff (calls)
✓	End Wrap-Up	✓	Real-Time Overview
✓	Manage Campaigns	✓	Chat Queue Breakdown
Staff Experience			
✓	Call Queues	✓	Chat Conversations / Flip to Meeting
✓	Facebook Messenger	✓	Chat Conversations / Flip to Call
✓	SMS	✓	Pre-Saved text messages
✓	Staff Dashboard	✓	After-Hour Message Access
✓	Productivity Tracking	✓	Pre-Call Announcement
✓	Pre-Recorded Audio Messages	✓	Chat Read Status Indicator
✓	Co-Browsing	✓	Web Chat

## Staff Experience (cont.)

✓	WordPress Plug-In for WebChat	✓	Campaigns
✓	Visual & Audio Chat Notifications	✓	Chat
✓	Satisfaction Chat Survey	✓	Queue Drill Down Metrics
✓	Chat Queues	✓	End Wrap-Up
✓	Instagram Messenger	✓	Omni-Channel Customer Information
✓	Calls	✓	Chat Real-Time Typing Status Indicator

## Reporting & Analytics

✓	Create Custom Boards	✓	Queue Caller Summary Table
✓	Total Resolved Conversations Graph	✓	<b>Staff</b> Average Talk Time (ATT)
✓	Average Call Duration	✓	<b>Staff</b> % of Talk Time Spent
✓	Caller Detail Table	✓	<b>Staff</b> % Queue Calls Transferred
✓	Pre-Recorded Audio Messages	✓	Lock Custom Boards
✓	<b>Staff</b> Handled Contacts	✓	Total Calls Over Time
✓	<b>Staff</b> Total Talk Time Trends	✓	Total Calls by Outcome
✓	<b>Staff</b> % of Calls Answered	✓	<b>Staff</b> Performance Board
✓	<b>Staff</b> Availability and Pause Time by Staff	✓	<b>Staff</b> Total Talk Time (TTT)
✓	Share Custom Boards	✓	<b>Staff</b> Total Call Volume Trends
✓	Resolved Conversations Summary Table	✓	<b>Staff</b> Summary Table
✓	Average Time in Queue		

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