



Success Story:

BMW of Murray / Pleasant Grove

Serving Utah since 1974, BMW of Murray is the exclusive dealer for BMW in Salt Lake City, Bountiful, and all of Utah. Owned by the John H. Firmage family, the company opened its second location in Pleasant Grove in 2007. Today, the luxury car dealership has 160 employees across its two locations.



Challenge

BMW of Murray's previous phone system — which they'd used for more than a decade — presented several challenges. "About 11 years ago, we migrated to a new phone system. And over time, our satisfaction with the system started to wane. New updates and releases felt like one step forward and two steps back — we would get a release that would break more than it fixed, then have to wait another six months for the vendor to release a patch," said Todd Hawkins, IT Manager at BMW of Murray.

Accessing all the features and functionality the business needed came with additional costs. "We had to pay for a separate reporting solution, a separate call recording solution, and third-party texting," Hawkins said.

“And support was a pay-as-you-go situation. We were billed per user, so only our small IT team had access to the system, which created huge problems. Managers couldn't pull reports — they had no access to the system, which meant that IT became a considerable bottleneck.”

Administering the phone system from an IT standpoint was also hugely problematic. Hawkins explained, "It was ridiculously difficult to make changes in our previous phone system — something as simple as looking up a call could take weeks, and pulling reports was equally tedious and time-consuming...I mean mind-bogglingly, painfully slow."



Solution

Changing the company's phone systems wasn't on the near-term horizon when Hawkins discovered GoTo Connect, but a product demo convinced him that an upgrade was the right solution. "I like to stay educated, so even though I knew that a new phone system was at least a year out, I requested a GoTo Connect demo to get a taste of what was out there, with plans to revisit it later. I did the demo, and it blew my socks off. I was amazed at the ease of use and seeing what we could do with the reporting and phone tree visualization."

Hawkins set up a GoTo Connect demo for his managers and they agreed to change the company's phone system as soon as possible. "Once my managers saw the demo, we agreed we needed to do this now — we weren't waiting 18 months. Even though we were under a maintenance contract with our previous phone provider, we changed to GoTo Connect because we felt it would be so impactful to our business," Hawkins said.

Hawkins remarked, "We have a one-touch kind of sales process, so your client advisor — the person you're working with to buy the car — is your one point of contact from start to finish. With GoTo Connect, it means that when a customer has questions, they don't inadvertently get handed off to an insurance rep or a warranty advisor; they speak directly to their advisor."

One of the most significant benefits of moving to GoTo Connect for BMW of Murray and Pleasant Grove has been ease of use. "Our management and executive teams were super excited that they could get in and pull reports and listen to call recordings. Our sales team can open the GoTo app and do everything there. They don't have to use a separate app for texting, e-mail, and pictures — they can text and call their customers and receive texts and calls from their customers from wherever they are."

Having individual phone numbers for salespeople has been especially helpful for veteran members of the company's sales team. "Some of our salespeople have been with us for decades — they have a huge clientele, and they've had their phone numbers for 25 years. In the industry, some stores have one number per location or one number per department, but we knew that wouldn't work for us. We were able to port over their existing numbers into GoTo Connect, meaning that long-time customers who have their salesperson's number saved can still reach them directly," Hawkins remarked.

“Unifying everything into one solution has been amazing. Texting, faxing, recording, and reporting from one central location is a huge upside. I was able to cancel 6 or 7 different products once we made the switch.”

Todd Hawkins

IT Manager, BMW of Murray



Results

One of the principal benefits of moving to GoTo Connect has been the ability to unify and consolidate the company’s communications into a single, integrated solution. “Unifying everything into one solution has been amazing. Texting, faxing, recording, and reporting from one central location is a huge upside. I was able to cancel 6 or 7 different products once we made the switch,” Hawkins said. This has resulted in not only a time and cost savings, but also an improvement to their ease of communication.

Getting to know the administrative ins and outs of GoTo Connect has been easy for BMW of Murray’s two IT staffers and has helped to remove the IT bottleneck. “Less than a month in, we know how to do anything and everything in GoTo Connect. From making changes to pulling reports, it’s all amazingly simple and easy to use. Our service manager, sales manager, and shop foreperson can all pull reports and listen to call recordings which is hugely beneficial. It takes so much pressure and time off of our IT group and enables the management team to go in and hold people accountable. It’s been transformative,” Hawkins said.

Customers of BMW of Murray and Pleasant Grove also appreciate how GoTo Connect has streamlined and simplified their phone requests.

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Hawkins says that having a dedicated account manager has been an immense value add.

“Having a dedicated performance manager from GoTo was a huge selling point — it’s one of the things we looked for. Having a dedicated rep that engages with us and can help us with technical cases — or who just helps us learn and grow with the product releases — has been amazing.”

Want a phone system that consolidates your communications solutions while helping you save time and money? Visit GoTo.com/connect or call us at 1 800 514 1317 to learn more.

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