

## Success Story:

# American Family Insurance

American Family Insurance is one of the largest personal-line insurers in the United States. Founded in 1927, American Family Insurance offers auto, homeowners, property/casualty and life insurance products.



## Challenge

American Family Insurance prides itself on customer relationships. That's why when they were researching a new telephone system, their foremost concern was finding a reliable service that wouldn't cause dropped calls or periods without phone service that had previously damaged their relationships with clients. "We have to have communication systems that are both reliable and economical. I can't afford any breakdowns in our channels. The phones are obviously critical to our process here," said Rob Hamann, owner and manager of the American Family Insurance Agency in Saint Peters, Missouri.

During his initial research, Hamann discovered a newer PBX technology called Hosted VoIP. This solution seemed to offer everything Hamann was looking for in a phone system: features, flexibility and a reasonable price. Hamann's only concern was reliability. "With hosted VoIP still relatively new, I had to take a bit of a calculated risk moving my agency over. I needed to minimize risk by selecting the most reliable vendor out there."



## Solution

GoTo Connect stood out to Hamann as the clear winner for American Family's needs. The fact that it easily integrates with their existing Corporate PBX was a big plus, too.

In addition to the seamless transition, the new features packaged with the GoTo Connect solution enable Hamann to train and upskill his employees. He particularly enjoys several advanced features GoTo Connect offers for free with its hosted VoIP product, including Call Recording, Call Analytics and Call Eavesdropping. "Call Eavesdropping and Call Recording allow me to listen in to how my employees handle our clients' claims and questions. It is a perfect tool to help me assist my agents in improving their skills."

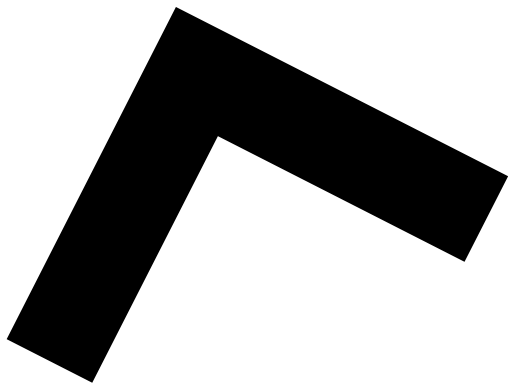
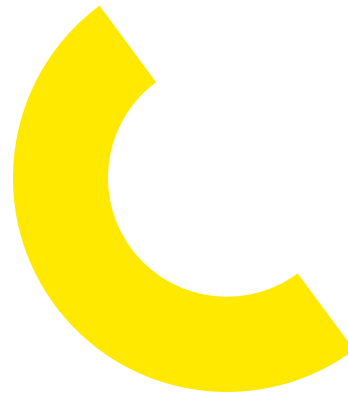
“We can also send transfer calls to the national office when we are short-staffed. Our customer care has improved dramatically with the GoTo Connect service.”

**Rob Hamann**  
Owner and Manager American Family Insurance

## Results

American Family Insurance initially set out to find a solution to enable them to focus on what matters most: their customers. GoTo Connect helps them do just that by improving customer care and experience with conference calling and improved call-flow control features. “We can easily conference in corporate on calls, and clients can’t tell the difference,” said Hamann, “We can also send transfer calls to the national office when we are short-staffed. Our customer care has improved dramatically with the GoTo Connect service,” said Hamann.

They have also been very pleased with GoTo Connect’s month-to-month bill, which is easy to manage and contains no hidden fees. GoTo Connect charges customers based on how many devices they connect to the network, allowing for easy, predictable budgeting. This, combined with VoIP’s lower cost when compared to in-office systems, makes GoTo Connect the perfect choice for Hamann and American Family Insurance.



Ready to boost customer and employee experience?  
Visit [www.goto.com/connect](http://www.goto.com/connect) for more information or call us at 1 (866) 890-8931.

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