



Success Story:

Glamorgan Spring Bay Council

Glamorgan Spring Bay Council is one of twenty-nine councils in Tasmania, an island state of Australia. Consistent with other local government organisations, the Council provides residents, businesses, and visitors with a variety of services, including infrastructure maintenance and management of roads, parks and buildings amongst others.



Challenge

Glamorgan Spring Bay Council realised that it needed to update its phone system to serve its constituents effectively. “Our previous phone system was expensive when it was installed ten years ago, but in my understanding, it was designed for a much larger business. The hardware was in desperate need of an update. And we were getting charged a lot of money for services we never used. The more we looked at it, the more we realised it wasn’t the right solution,” explained Elysse Blain, Director of Corporate and Community at Glamorgan Spring Bay Council.

The previous phone system vendor’s customer service — or lack thereof — also proved problematic. “The customer service we received was terrible. It was very hands-off, and we felt like just a number. Every single thing we needed to change on the operational side had to go through a third party — we couldn’t do anything ourselves. We felt it wasn’t giving us good value in our current digital environment,” she said.

The Council’s previous hardwired solution also meant that employees had to be in the office to handle phone calls. “We found during COVID that our phone service became an issue because anybody in the reception role or dealing with phone inquiries couldn’t do that remotely. They had to physically come into the Council,” shared Selina Smith, Customer Service Officer at Glamorgan Spring Bay Council.



Solution

Glamorgan Spring Bay Council turned to technical consultant Telephone & Communication Services (TCS) for guidance, and consultant Andy Booth and his team helped the Council evaluate potential solutions. “As a government agency, we’re required and expected to be able to justify our decisions. With TCS taking the lead, we looked at three potential solutions — including what our incumbent provider offered — comparing them against our specific technical and operational criteria. Pricing was important, but whatever we chose needed to be able to do the job in an intuitive and practical way,” Blain said.

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Elyse Blain

Director of Corporate and Community, Glamorgan Spring Bay Council

“Ultimately, the Council chose GoTo Connect. “One of the functions we like best is the switch function that allows our main reception to split calls between two employees at two different desks. We really rely on GoTo Connect to help us route inbound calls coming through reception,” Blain said.

GoTo Connect’s support has been a welcome change from the Council’s previous telephony support experience. “GoTo Connect’s local support has been fantastic. If I need some help trying to change a user or trying to work out how to get calls diverted in a special way, I can always call them and know they’ll help me straight away,” Smith said.



Results

Implementing GoTo Connect has helped Glamorgan Spring Bay Council reduce costs. “GoTo Connect has helped us significantly reduce our costs. Before, we were paying for services that we never used. Now, we’re paying for just the features and functionality we need and use,” said Blain.

Additionally, the Council’s new phone system empowers employees to make customisations easily. “GoTo Connect is flexible, making it easy on our end to manage changes. So whether it be on-hold music or switching to our after-hours message, we can do a lot of that customisation ourselves — something we couldn’t do before,” Blain added.

“It’s been so great to have a professional system set up — and TCS has helped us tailor our system to meet our needs. If both reception employees are on other calls or at lunch when a new call comes in, we can still capture those calls and respond to them later. With GoTo Connect, we can ensure we aren’t missing any inbound calls, whether we answer them on the spot or follow up later. We’re able to provide a much better customer experience,” Smith concluded.



Telephone and Communication Services (TCS) has a core business based on supply, installation and maintenance of telecommunications systems plus relevant network hardware including headsets, video conference equipment and CCTV. TCS is based in Launceston but has been successfully serving customers state-wide in Tasmania for over 30 years.

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