



Customer Communications: A Toolkit for Business Growth



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Why should you modernize your business phone system in 2025?

How can you tell if your current system and available channels don't cut it anymore?

What does it take to make customer communications an engine of business growth?

Read on to get the answers.

Why customer communications matter more than ever

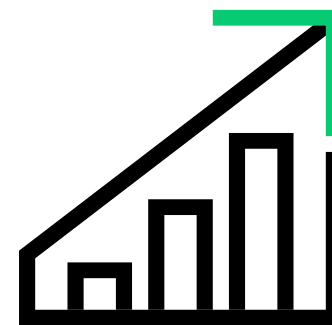


No matter your industry, customer convenience is paramount.

The ability to connect with you seamlessly, across the channel of their choice is what today's customer demands. There is a notable shift in customer preference toward channels like web chat, SMS, and social media, with most still preferring the traditional route of phone calls. Whether they are at home, work, or on-the-go, customers expect a variety of options to reach you, anytime, anywhere.

Customers will continue to expect seamless experiences, and if you don't provide it to them, they'll find a competitor who will.

Making a change may seem daunting, but today's modern, cloud-based communications systems give businesses the power to meet these expectations and fuel business growth.



The #1 priority for businesses this year is growth, and

88%

of customers expect a seamless experience.

Some stats to consider:



Meeting customers’ needs means finding the right partner to help you deliver a great experience. Your business phones provide a great starting point because most people still prefer voice calls. A full-featured communications system lays a foundation for a customer engagement strategy that will grow with your business long-term.

This Toolkit for Business Growth will **help you navigate your customer communications technology decisions** in 2025.

Modernizing your communication systems goes beyond enhancing the customer experience at the “front of the house”. Modern systems can reduce the burden on IT staff and increase employee productivity, all while making the day-to-day easier. This not only improves employee satisfaction, but can also improve retention.

Moreover, rich analytics and business insights are available in just a few clicks. These insights can help you zero in on how and where to improve the customer experience and demonstrate your tech investment’s ROI.

The sooner you get going, the better. What’s the hurry? Your customer experience is the key to driving growth for your business.

¹ GoTo IT Priorities and Trends Report, 2023

² <https://salesintel.io/blog/dont-settle-for-bad-customer-service-from-your-data-provider/>

³ <https://www.cm.com/blog/customer-service-channels/>

⁴ GoTo IT Priorities and Trends Report, 2023

⁵ <https://squaretalk.com/omnichannel-statistics/>

⁶ <https://blog.hubspot.com/marketing/ai-marketing-automation>

Six signs your customer communications need an upgrade



Is your current business phone system and communication strategy outdated?

Check out these six red flags to assess how things are going today and where they should be moving in the future.

1 **You're not meeting customer expectations**
Customers can't connect on their favorite channels (text, social, webchat, voice, etc.). Intense call volumes overwhelm your system, cutting customers off. You don't have automated attendants to keep your customers connected.

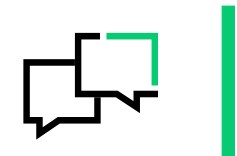
2 **You know you're missing out on AI and advanced automation**
There's no artificial intelligence to transcribe calls and help analyze conversations. You have no way to automatically route customer calls to the people best able to serve them. Your system lacks menu-driven automated voice response to help callers find their way.

3 **Your remote workers need more support**
You don't have a softphone app to digitize conventional voice calls. You're stuck with on-premises technology that's clunky to operate and expensive to maintain. There are no mobile-friendly apps optimized to help your work-from-home staff.

4 **You're ready for better reporting and analytics**
You lack modern data tools to drive efficiency and business insight by accurately measuring data points such as average time to answer; customer hold times and peak call times; and audio quality.

5 **You're held back from fully scaling for long-term growth**
It's difficult, disruptive and costly to add new licenses, channels and features. You can't count on uptime of up to 99.9999%. The software does not readily integrate with other tools and systems over the long term.

6 **Upgrades, support and maintenance appear difficult and costly**
You're forced to wait a long time for new feature releases and then pay extra when they arrive. Your billing and total cost of ownership are unpredictable and confusing. You pay extra for phone support.



If you're seeing any of these warning signs in your business, it's time to get serious about modernizing your customer communications.

How the latest customer communication software drives business growth



Business phone systems used to be costly and complicated. Investments in PBX hardware and handset phones were mandatory. Those days are gone.

Modern, cloud-based business communication systems provide a consolidated hub for getting closer to your customers while making your staff more productive. One application centralizes all your messaging, simplifying management and reducing costs.

Software hosted in the cloud means you don't have to buy and maintain expensive hardware. Your service provider does that. You may not even need handset phones: softphone apps for mobile and web can take their place.

The most sophisticated cloud systems deliver unified communications as a service (UCaaS), which combines voice, video, text and other channels in a common platform providing teleconferencing and other advanced collaboration features. Moreover, modern providers allow businesses to consolidate all communication channels in one app, sending webchat, social media, surveys, SMS and more to one easy-to-manage shared inbox.

Let's dig deeper into the business case for modernizing customer communications:



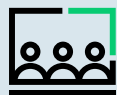
Smoother, more enjoyable customer experiences

- A single platform for voice, video, SMS, social media and other channels creates a seamless experience for customers and staff alike. It's easy to implement and maintain.
- Buyers and prospects avoid annoying friction because you can talk to them on their favorite devices and channels.
- Data from interactions helps you document the customer service journey and make it feel more personal and customized. You can also flag communication breakdowns and fix them quickly.



More strategic insights and better performance tracking

- Advanced analytics help you reward top customer service performers, guide laggards toward success and streamline staff scheduling.
- Dashboards and data visualizations identify promising business opportunities.
- AI analyzes customer engagements and points to improvements you'd miss otherwise.
- Survey tools deliver customer feedback.



Lower burden on your IT staff

- AI and other advanced automations spare IT staff from time-consuming repetitive tasks.
- Consolidating communication tools in a single platform simplifies implementation and streamlines management.
- Vendors build, maintain and secure cloud-hosted software, freeing your IT people from managing on-prem hardware and applications.



Higher flexibility and scalability

- Remote workers enjoy simple, intuitive mobile apps.
- A cloud platform makes it easy to add new channels, services and features and to integrate other business software into your communications system.
- Continuous upgrades mean you don't have to wait years for AI and other innovative technologies.



Maximum ROI

- Unify your software and vendors in a single platform, reducing licensing costs.
- Reduce or eliminate expensive desk phones and backend hardware.
- Limit downtime and use service level agreements (SLAs) to avoid costly outages.
- All these benefits converge to help you squeeze every penny of ROI out of your implementation of new business phone technology.

The question only you can answer:

How long can you afford to put off investing in modern business communications — especially if your competitors are doing it already?

Where to begin: Assessing your customer communications software options



Advice to make things easier on your evaluation journey

Change will be hard, but your customers and staff want seamless experiences and simplicity. Here's how to start evaluating your options.

1 Talk to your internal teams

Start with the people who depend on your communications system or manage other channels. Ask them:

- What kinds of issues reduce their productivity and ramp up customer frustration?
- Where do they spend a lot of time on repetitive tasks that should be automated?
- How could their communication tools be more intuitive?
- Which data should be easier to access?
- What was it like to communicate with customers at previous employers? How well does your system compare to previous ones?
- If they work remotely, what are the major issues that create friction and frustration?

This is more than an information-gathering exercise. You're showing your staff that their opinions matter and that you're looking to improve their everyday work experience.

2 Gather customer feedback

Your staff can't know everything about the user experience of your business communications system. Buyers and prospects can fill the gaps. Pull them into the conversation by:

- Contacting them directly (on voice, social, SMS, etc.) and asking specific questions about likes and dislikes.
- Using email and text to find differences in channel preferences.
- Posting online surveys on your website and social media accounts.
- Publishing a blog post and asking customers to comment (be sure to use social media to increase reach).

Everybody is in a different place in the customer journey with distinct buying motives. Segment your research by:

- Distinguishing between first-timers, long-time customers, bargain-hunters and big-ticket buyers.
- Asking customers how they feel about pain points that came up during conversations with staff.

An incentive like a one-time discount can get people talking.

3 Reach outside your business

Gather more facts from friends, family and professional colleagues. Don't bug everybody, however: connect with folks in leadership, technology and customer-facing jobs who have lived through business phone system upgrades. Ask them:

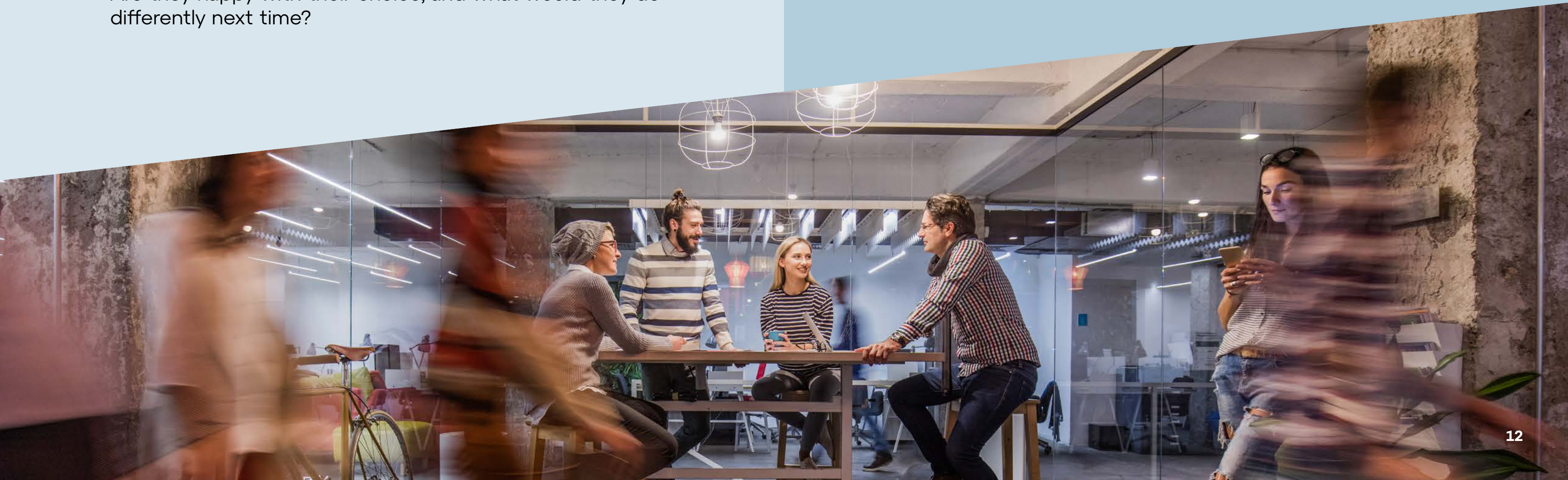
- How did they create decision-making criteria?
- Why did they choose their ultimate vendor?
- How long did it take their staff to adopt the new technology?
- What was it like to onboard the vendor — was it smooth and painless or more like a minefield?
- Are they happy with their choice, and what would they do differently next time?

4 Check out the competition

Assign a few secret shoppers to gather intel on your top three competitors' customer service operations. Look for:

- Channel options such as voice, SMS, email, video, audio, social media, etc.
- Automation guiding customers to the best sources of assistance.
- Social media response times.

Assess the full experience, from chatting with a bot on a website to talking through a potentially complex purchase. Buy a few things, look for likely issues and call for help getting them fixed.



5 Start scouting cloud-based business communications solution providers

Choosing a vendor boils down to market fit: who has the best combination of features, support, price and user experience to help your business and please your customers for years to come? Make sure companies are offering a diverse range of customer channels — especially the channels most popular with your customers.

Review sites like [G2](#) and [TrustRadius](#) are excellent starting points to evaluate your options. These sites have hundreds of reviews with in-depth, real-world insights from customers. Try searching under “unified communications as a service” UCaaS, “business phone system”, and “VoIP” to get started.

Modern business phone system providers typically include online channels like web chat, SMS and social media in their platforms. The quality and user experience of these channels should be key factors when assessing phone system providers.

Just don't let your urge to modernize overcome the fundamentals. You must still get voice calls right. Customers who talk to a physical person (versus a chatbot or email) expect a genuine human connection. They need solid audio quality and an enjoyable service experience.

Moreover, replacing phones is a multi-varied process that's fraught with risks of wrong turns. A phone system is one of the more expensive and time-consuming channel upgrades, so it's a good idea to pay the most attention to your biggest communication opportunities.

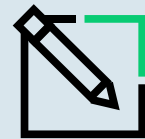
With customer communications, you can have it all: voice plus digital channels in a user-friendly, cloud-hosted software package that's mobile, economical and flexible enough to grow with your business.



How to get the best return on your investment



The right communications system for your business helps you maximize your return on investment continuously for years to come. Here are a few keys to building great ROI:



Encourage adoption

- Ensure all paid licenses are assigned and all users onboarded.
- Give everybody the training they need.
- Integrate the software with staff productivity platforms.
- Implement advanced capabilities like interactive voice responses, call routing and auto attendants.



Get user feedback

- Find out if any customer data is difficult to access.
- Identify glitches and performance breakdowns.
- Make sure you're using AI features.
- Look for high-powered features that are going unused.





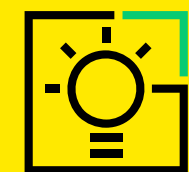


Measure outcomes

- Data should point to reduced IT support calls.
- Customer satisfaction metrics should be easy to identify.

What to track in 3-6 months:

When your technology has been live for at least 90 days, you should start seeing ROI progress in five areas:

				
Costs	Productivity	Customer experience	Scale and agility	New capabilities
Fewer outages, less maintenance and more efficiency should reduce expenses.	Advanced call routing, a mobile app and new channels should make your staff more efficient.	Customer satisfaction scores should rise as you reduce wait times and improve first-call resolutions.	Your new system should make it easier to add users and customers while supporting new locations and remote workers.	Advanced technologies like AI should be improving your competitive standing.



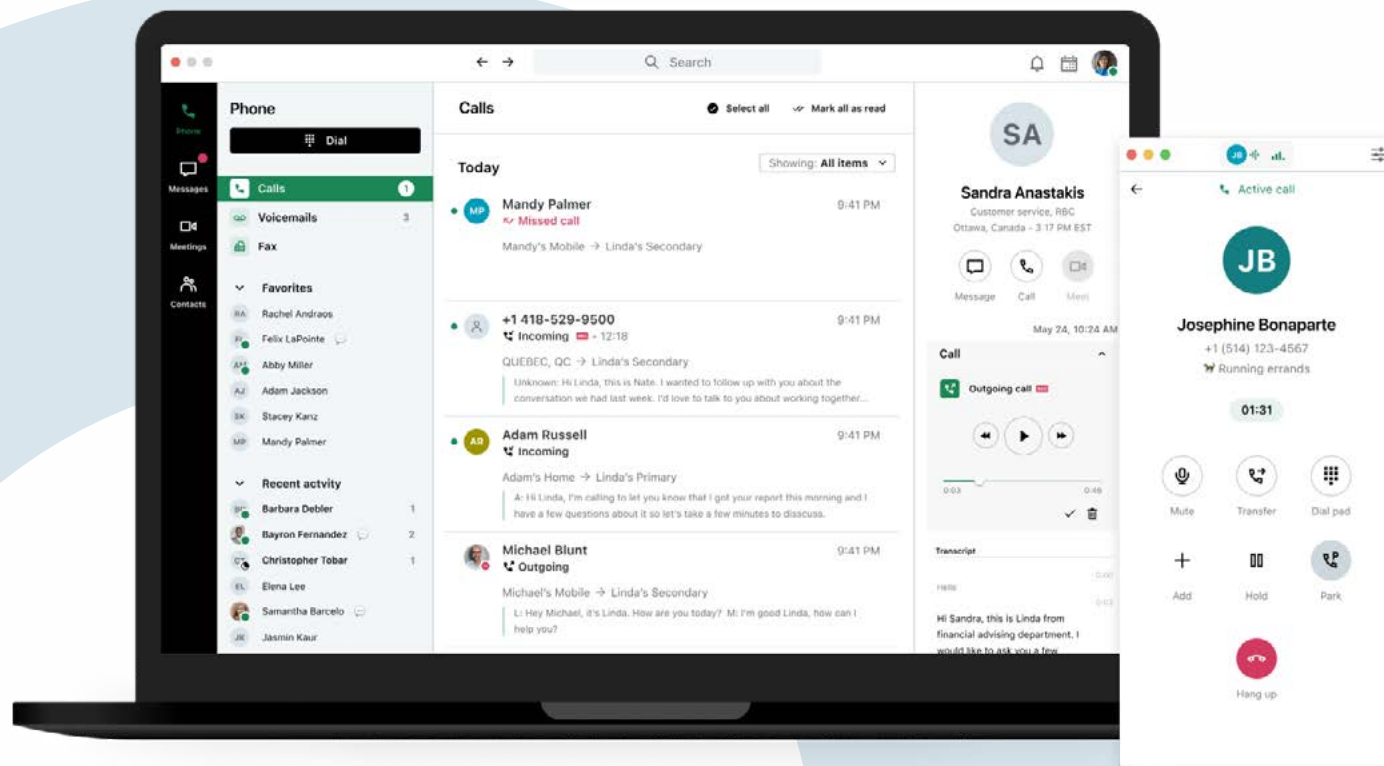
None of this happens automatically: you must invest time, energy and imagination with your users, customers and vendors to get the ROI you deserve.

Grow your business with GoTo Connect

We built the GoTo Connect platform to help your business grow. It's the ideal cloud-based phone system and customer engagement software to modernize your communications, centralize your interactions and effortlessly elevate your customer experiences. It's easy to deploy and manage with an intuitive interface that anyone can master, along with unmatched support whenever you need it.

For over two decades we've helped tens of thousands of companies grow their business by offering:

- 1 An award-winning cloud phone system with hundreds of enterprise-grade features (minus the enterprise price tag)
- 2 Super simple setup, with an admin system that's remarkably easy to manage
- 3 Multi-channel communications and AI-powered customer engagement tools
- 4 A unique visual dial plan editor, softphone functionality and advanced reporting
- 5 99.999% uptime and best-in-class 24/7 customer service



What our customers say

"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."

IT Manager,
Automotive Industry

"From the app or web interface, I can manage everything. Helps us a lot with our small business so that we can grow... The benefit of having a centralized place to handle and go through all my calls has been a time saver."

Business Owner,
Professional Services

"We didn't realize the impact GoTo Connect would have straight away. Almost overnight, the customer service workplace was transformed from a noisy and hectic place to a calm and quiet environment."

Operations Manager,
Manufacturing

"In all honesty, it's not very often I can take a process, system or tool, share it with the entire business and not get any complaints. But that's exactly what happened with GoTo Connect. Even our established employees embraced the change!"

Head of Customer Service,
Retail



Discover GoTo Connect, your all-in-one customer communications solution for driving business growth.

[Learn More](#)