

Success Story: **INSURICA**

INSURICA, a leading insurance brokerage and risk management provider, needed a powerful, flexible contact center solution to support a fast-growing, acquisition-driven business. INSURICA transformed IT operations, achieved seamless business transitions, and built resiliency even in times of crisis with GoTo Connect Contact Center.

Challenge

As INSURICA rapidly expanded through acquisitions and mergers, smooth onboarding and integration of new locations became crucial. The business needed a platform that would work “out of the box” and ensure a consistent experience for all colleagues and clients—no matter where or how quickly they were brought into the organization.

Solution

INSURICA achieved communications agility and resilience by adopting GoTo Connect’s Contact Center:

Rapid, Confident Deployments for a Growing Network: With GoTo Connect, INSURICA can quickly bring new offices online with the confidence that the system will work from day one. The platform is so user-friendly that even staff without a telephony background can be trained to manage and operate the system with ease. This means every acquisition or new location transition is smooth, reliable, and stress-free for both IT teams and incoming colleagues.

Business Resilience During Crisis: When Hurricane Harvey struck the Gulf Coast, INSURICA’S Texas offices were heavily impacted. GoTo Connect Contact Center enabled the IT team to swiftly reroute call volumes to other offices further inland, keeping service uninterrupted for clients and giving local staff the flexibility to prioritize personal safety and recovery.

Next-Generation Innovation and Partnership: INSURICA values how GoTo Connect continually invests in its platform, rolling out advanced features like AI-powered analytics. This empowers IT leaders with new tools and actionable data, driving greater awareness and continual improvement for all service teams.

“With GoTo Connect we’re layering on AI. It’s cool to see data from things we never even thought about before—it makes us so much more aware of what’s going on. And with all these new AI features, there’s a lot more to come.”

Russ Sullins,
Assistant Vice
President of IT,
INSURICA

Empowered IT Help Desk: INSURICA’S IT help desk leverages GoTo Connect Contact Center’s AI and analytics within their internal call center. Real-time sentiment tracking and AI call summaries help the team identify trends, improve training, and proactively spot challenges. This ensures every colleague receives outstanding support, which is critical for delivering excellent service downstream to INSURICA’S clients.



Results

With GoTo Connect Contact Center, INSURICA realized measurable gains in agility, resilience, and team effectiveness:

Faster, Stress-Free Onboarding: Every new acquisition quickly comes online with a modern, reliable phone system, ensuring business continuity and a smooth colleague experience.

Unmatched Flexibility in Crisis: When disaster struck, client service continued seamlessly by redirecting calls—a shift their customers didn’t even notice.

Team Empowerment & Insight: AI-powered features help support staff deliver better experiences and continually improve, making the help desk team a model of service for the entire company.

Future-Ready, Innovative IT: With a trusted, evolving partner in GoTo Connect Contact Center, INSURICA is ready for whatever comes next—from analytics to AI-driven transformation.



Conclusion

By moving to GoTo Connect Contact Center, INSURICA built an IT foundation that supports fast growth, seamless transitions, and unwavering resilience—no matter the circumstance.

GoTo Connect is so easy to deploy, even folks on our team who are not telephony experts can quickly learn how to manage the system. It makes life better for us.”

Russ Sullins, Assistant Vice President of IT, INSURICA

Looking to simplify and enhance your business communications?
GoTo can help. Visit goto.com to learn more.

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