GoTo Connect

GoTo Connect for SMBs

Simplified communications for small and medium-sized businesses. Grow with a modern CX solution—without the complexity or high costs.

GoTo Connect empowers growing businesses to simplify communications and elevate customer experiences. Our unified, affordable, and easy-to-use platform streamlines every channel, integrates seamlessly with your existing business tools, leverages AI-driven efficiency, and offers expert 24/7 support. With an all-in-one, consolidated solution, GoTo Connect outperforms traditional, basic systems—making business communications smarter and more effective.

Why GoTo Connect is purpose built for SMBs

Affordable Innovation

Modern, AI-powered communications without enterprise-level prices—save money while delighting your customers.

Effortless Experience

Easy-to-use platform, deployed in one day, streamlining every interaction for both teams and customers.

All-in-One Growth

Unify every touchpoint and scale your business with seamless integrations—all on a single, consolidated platform.

24/7 Expert Support,

Receive around-the-clock help from award winning, trained GoTo professionals, committed to resolving issues quickly and effectively.

Award-winning
24/7
Customer Support

Category-leading
Grid Leader | Top Rated 2025 | Capterra SHORTLIST 2025
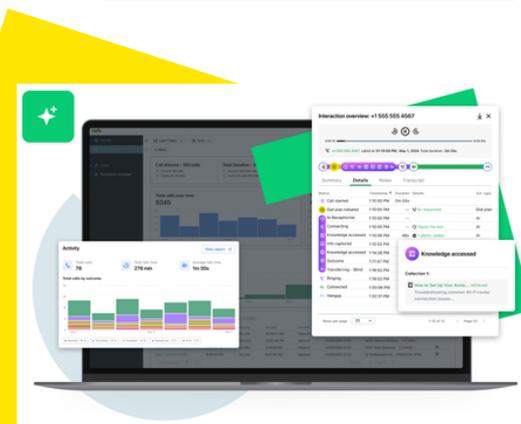SaaS Solution

Easy Integration
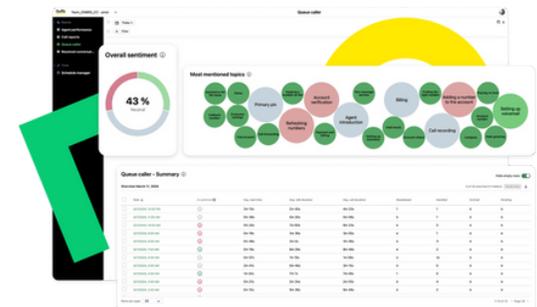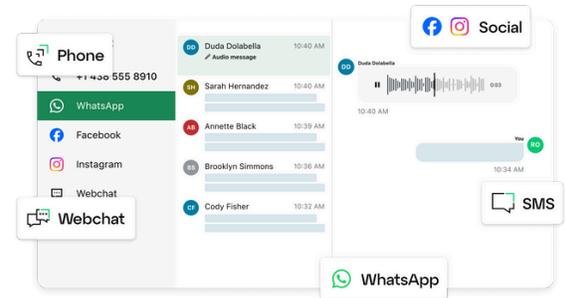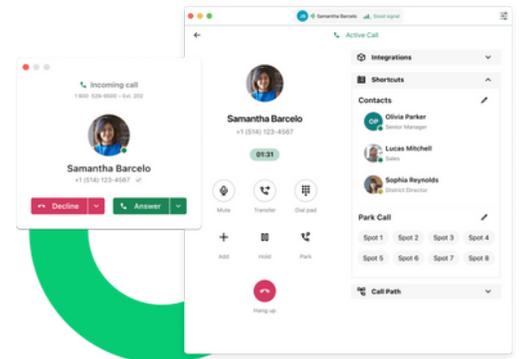servicenow | zendesk | Microsoft Teams
with Your Tools

Everything your SMB needs to deliver exceptional customer experiences, boost internal collaboration & staff productivity

GoTo Connect for SMBs

Deliver memorable customer experiences and boost productivity with GoTo Connect's unified platform. Streamline communications, minimize IT effort, and scale effortlessly through plug-and-play integrations—all while keeping costs low and setup simple.

- An award-winning **smart business phone system** that combines advanced cloud-based telephony with built-in meeting and messaging capabilities.

- **100s of powerful phone features** with unlimited call routing, auto attendants, call queues and more. Configure call flows in seconds with our unique drag-and-drop visual dial plan editor.

- **Omnichannel communication** capabilities including WhatsApp, social, SMS, web chat, and more to meet customers where they are, all centralized into one easy-to-use, shared inbox.

- An all-in-one, AI-powered **cloud contact center** solution designed to make your teams more productive and customer interactions more valuable.

- Our **concierge onboarding** walks you through the implementation process and makes getting started easy, with additional options for onsite engineering, training, or phone placements.

- **Unlock insights** from every conversation. Optimize your operations, enhance customer satisfaction and make data-driven decisions utilizing our advanced reporting and analytics capabilities.

- **Seamless integrations** with top business platforms such as MS Teams, Salesforce, HubSpot, and more. Leverage GoTo's AI engine to log call sentiment, summaries, topics, and transcriptions to your CRM of choice.

- GoTo Connect's **AI capabilities** elevate customer-facing teams with AI-powered intelligent automation and actionable insights. From our AI Receptionist handling calls around the clock, ensuring no lead or inquiry goes unanswered, to our AI Quality Management feature that removes bias and evaluates objectively 100% of customer interactions on all channels.

- End users love our in-house **24/7 support** (8.8/10 on G2) and top rated **mobile app** (4.8/5 on Google Play Store from 124K reviews)

Interested in learning more? Visit **GoTo.com/smb** to get in touch.

[Learn more]