



Success Story:

Rohrich Automotive Group

Adam Lobdell, IT Director at Rohrich Automotive Group, turned to GoTo Connect Contact Center to streamline communication for the dealership's nine locations and nearly 400 users. Leveraging GoTo Connect's cloud-based phone system and integrated AI tools, Rohrich Automotive Group improved operational efficiency, empowered its workforce, and delivered superior service—even during unexpected disruptions.

Challenge

As the Rohrich Automotive Group expanded, they faced critical operational and technological challenges:

Aging On-Premise System: Rohrich relied on an outdated Mitel phone system, with unsupported voicemail that risked failing and halting communications. Transitioning all locations and users became urgent.

Cumbersome Management: Making simple changes meant submitting IT tickets to a vendor, limiting flexibility and responsiveness.

Limited Customer Experience Visibility: Without call transcriptions or sentiment analysis, managers lacked insight into customer interactions, making targeted coaching difficult.

Solution

Rohrich unified communications across all their dealerships by adopting GoTo Connect's cloud-based platform:

Rapid Cloud Migration: GoTo Connect made it possible to transition the entire phone system across nine locations in just one weekend, greatly minimizing any operational disruption.

Visual Dial Plans, Easier Onboarding: The user-friendly interface allows staff—even those new to phone systems—to easily update dial plans and create complex call flows, streamlining onboarding and day-to-day management.

Responsive, High-Quality Support: Throughout deployment and beyond, Rohrich benefited from dedicated project managers and customer service teams who ensured consistent reliability and top-tier assistance for every location.

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With GoTo Connect, we never worry about managing servers or maintenance. Plus the intuitive dialplan editor makes it easier for anyone on our team to setup powerful, customized call flows.”

Adam Lobdell,
IT Director, Rohrich Automotive Group



Results

GoTo Connect empowered Rohrich Automotive Group with measurable operational gains and resilience benefits:

Business Continuity in Crisis: When a storm took out power at all locations, Adam was able to remotely update dial plans and notify customers in just minutes—maintaining service and responsiveness where traditional systems would have struggled for hours.

Greater IT Efficiency & Team Agility: With no on-site system to maintain, Rohrich’s IT team is free to focus on strategic initiatives. The intuitive dial plan editor enables every staff member, no matter their experience, to manage communications with confidence and ease.

AI-Driven Customer Insights: Advanced call sentiment analysis and transcriptions provide managers with unprecedented visibility into customer interactions, making it possible to deliver better coaching, refine call scripts, and continually improve service.

Confident Partnership: Rohrich continues to rely on GoTo Connect for innovation and ongoing enhancements, knowing they have a partner committed to delivering cutting-edge technology and new features for the future.

“When a storm knocked out power at all nine of our locations, GoTo Connect let me update our custom messages and dial plans remotely in just minutes—keeping us connected and responsive, even in a crisis. With our old system, that would have taken hours.”

Adam Lobdell, IT Director, Rohrich Automotive Group



Conclusion

By switching to GoTo Connect, Rohrich Automotive Group established a secure, resilient, and easy-to-manage communications foundation. This cloud-based system enables smooth operations through any challenge, enhances customer service, and provides the actionable insights needed for continuous improvement and growth.

“GoTo is on the cutting edge of technology, always making advancements. I just know you always have our back if we have an issue and I look forward to new features.”

Adam Lobdell, IT Director, Rohrich Automotive Group

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

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