



Success Story:

Small Business Association of Australia (SBAA)

The Small Business Association of Australia (SBAA) specialises in supporting and advocating for the SME sector. The organisation is supported by both small and big businesses, governments, academia and other key organisations, making it one of the fastest-growing business organisations in Australia. Its vision is for Australian small businesses to have equitable access to programs, services, technology, quality education and support to be successful in the global economy.



Challenge

SBAA helps a diverse array of clients with an even more diverse array of needs, providing business advice, access to legal counsel, connections to other businesses and organisations, and more. But effectively meeting the varied and ever-changing needs of its members proved challenging. The organisation's previous phone system lacked functionality; calls were answered by whoever was available at the time, meaning that members may not get answers as quickly as needed.

"Our biggest challenge is managing our large volume of members and their needs and having the right technology to help us maintain communications with those members. We had a mishmash of different software, but not a comprehensive solution, said Belinda Wilson, Business Manager at SBAA.

"As a membership organisation, we have to ensure our members feel like they're receiving real value — they need to feel like we care about them and that we're interested in staying connected, or they'll disengage. Part of that connection is regularly communicating with our members. We knew that to continue providing value to our members, we needed to upgrade our technology to allow us to communicate as efficiently and effectively as possible."



Solution

SBAA considered different solutions, ultimately choosing GoTo Connect as its cloud phone system. "GoTo Connect has allowed us to streamline a call center to meet our specific needs. Now, our members can easily contact us and get a call back within a couple of hours. That's important for ensuring our members feel valued and know their concerns are being taken seriously. Often when they need our assistance,

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Belinda Wilson
Business Manager, SBAA



they need it quite urgently, especially in legal matters. GoTo gives us effective communication channels that allow us to get our members help quickly. We’ve received a lot of compliments from members on how responsive we are,” Wilson said.

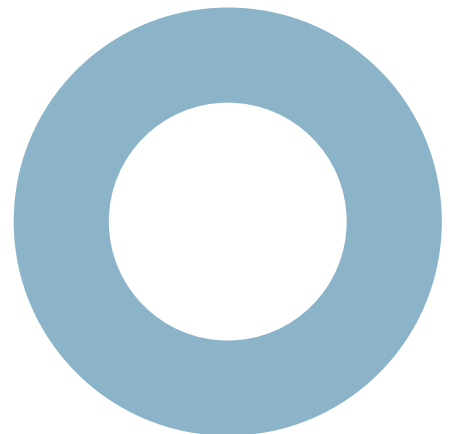
Getting set up with GoTo Connect was a straightforward, hassle-free process. “GoTo’s support team worked directly with us to customise GoTo Connect to meet our needs. That was a huge benefit to us — to not only sign up for the software, but have someone help us set it up for our specific use. We’ve customised it to suit our membership — for example, we have a general line but also have a member’s helpline, which is given priority. We also have a line for tech support. Having these different lines means we can direct the call to the person who can solve the problem, which provides our members better service,” she said.




Results

GoTo solutions allowed SBAA to continue serving its members, even during the pandemic when other organisations fell short. “Communication is terribly important. Many organisations lost their networks during the pandemic because communications just dropped out, but we maintained our communications throughout. We know we have to not just deliver on what we promise, but go above and beyond — and GoTo products helped us make that happen,” said Anne Nalder, founder, CEO, and Chair of the Board of Membership at SBAA.

SBAA also appreciates how GoTo helped even out the flow of returning calls. “Before, return calls would disproportionately fall onto the shoulders of an individual. Now with GoTo, we can more evenly distribute calls that need to be returned, which makes our employees happier,” said Wilson. Additionally, GoTo provides SBAA with feature-rich software at an affordable price point. “GoTo offers us great value for the money. With many other providers, we’d have to pay extra for add-ons or upgrades to get the all-inclusive features that are a part of GoTo — that’s something that delighted us when we were getting started, and we appreciate more as time goes on,” said Wilson.



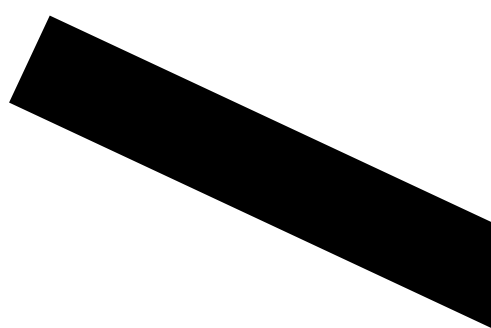
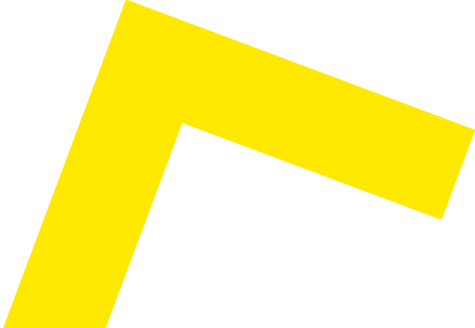


SBAA has also acknowledged GoTo's comprehensive support options, including training assistance that let the organisation get everyone up and running quickly." Wilson shared, "The training meant we didn't have to "find" things — Unlike other providers, GoTo showed us all the features and let us ask questions." Nadler added, "We love that GoTo provides us with local support contacts. Many times, you buy software, but there's no one local you can get in touch with if something goes wrong. With GoTo, there are people in Australia that we can directly connect with. That makes a massive difference for us," Nalder said.

In the future, SBAA plans to continue adding value to its membership — and expects GoTo solutions to play an important role in the process.



"In the last couple of years, we've heavily invested in customised software to expand our ambassador program, constantly improving member benefits. And GoTo Connect will be part of that expansion. As we continue personalising our services and messages to meet our member's needs, we know we can count on GoTo products to help facilitate that communication," Wilson concluded.



Looking for a flexible, feature-rich way to communicate with and bring value to your customers? GoTo can help. Visit goto.com to learn more.

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