

SUCCESS STORY: NATIONAL HOLISTIC INSTITUTE

National Holistic Institute (NHI) is a massage therapy school with campuses throughout California, known for its single-focused training programs in the growing field of massage.

LEARN HOW NATIONAL HOLISTIC INSTITUTE EASED TENSIONS WITH GOTOCONNECT VOICE

Challenge

Over the last 10 years, NHI has experienced a sharp increase in enrollment, thanks to the explosion of the massage industry. Set to have nine interconnected campuses by 2017, NHI needed a phone system that could transcend the physical boundaries of their buildings and allow both leaders and students to collaborate. They also needed a stable platform that could manage all their campuses without costly and inconvenient outages.

By 2014, it became clear that their existing system could not support the added pressures of growth. Linda Rikli, Senior Vice President of NHI, noted that the current solution was very expensive, and the phones were constantly down. “The worst part is that when our phones go down, it doesn’t just affect one campus, but multiple campuses,” Rikli said. “It also took them a long time to resolve issues, and ultimately we just didn’t see how we could continue to grow and still rely on their technology.”

The outages began affecting campus life in a dramatic way, often preventing NHI from acquiring new students. “Every time our system went down, we lost money, because we were unable to take every call that came in from enrollees.”

Solution

During six months of exhaustive research looking for a new phone provider, GoToConnect, formerly Jive, quickly rose to the top of NHI’s list: “GoToConnect seemed the most stable but also nimble, with a strong focus on ease of operations,” Rikli said. “There was just a good balance between the stability we desperately needed and the flexibility we wanted for our expansion.”

After implementing GoToConnect Voice—GoToConnect’s voice system with an all-inclusive feature set—NHI saw major improvements to the issues they had been experiencing. “Right off the bat we noticed that GoToConnect support was very helpful, and it was a shockingly smooth transition. It stood in stark contrast to our previous experience,” said Rikli.

NHI staff were also delighted to discover how easy it was to use the GoToConnect system, particularly the visual Dial Plan Editor. There were a few minor issues the first few months after implementation, but Rikli reports that these were always quickly and fully addressed. “The last year has been incredibly stable, and GoToConnect by LogMeIn feels

like an organization with whom we can grow comfortably and quickly. I couldn’t be happier with the results.”

Results

NHI came from a cumbersome relationship with another provider, so when they began searching for a new provider, they were primarily focused on regaining control of their system. **NHI cites GoToConnect’s consistent service as one of the main reasons prompting the switch.**

“GoToConnect emphasizes the quality provision of technical support, and because of that attitude, I no longer have to be the conduit for technical issues if the network is going down across campuses,” said Rikli.

In the higher education world, staff members need to respond to potential applicants at lightning speed, otherwise, these opportunities can be lost. **GoToConnect Voice provides the means for NHI to address every student and prospect when needed.** The Dial Plan Editor allows each staff member to customize their call flow to reach prospects as fast as possible, while the GoToConnect Mobile application allows for business calls on the go. “Not only does GoToConnect make my personal life much more user friendly, but it translates into greater overall efficiency for us,” said Rikli. “The entire system is so user friendly that even the less tech-savvy members can use it.”

At a college or university, each dollar spent on a phone system is a dollar that could have been put towards student funding or vital classroom equipment. NHI’s previous system had been very expensive without a clear return on investment. Because of that, NHI realized that they would have to find a cost-effective solution that didn’t cut corners on service. This is one place where GoToConnect shone, since all features and extras come included at one low monthly rate. GoToConnect is also certified for E-rate funding, which means that certain schools can apply to implement GoToConnect at subsidized costs.

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**Linda Rikli, Senior Vice President
National Holistic Institute**

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