

GoTo

Connect



Success Story: MV Transportation

MV Transportation, a provider of mobility solutions for seniors and individuals with disabilities, has served 85 U.S. locations for over 50 years. They leverage GoTo Connect's Contact Center to streamline operations and deliver exceptional customer service. Recently, MV Transportation took innovation to the next level by adding GoTo Connect's AI Receptionist, a 24/7 smart assistant to enhance customer interactions and deliver faster support. Together, these tools have improved service efficiency and rider accessibility.



Challenge

MV Transportation serves a diverse customer base, offering reliable transit for essential needs. With 85+ locations, it faced communication, accessibility, and workflow challenges, needing a solution to enhance operations while prioritizing rider accessibility.

High Agent Workloads: Dispatch agents were inundated with routine inbound calls about basic service information (operating hours, coverage areas, etc.), leaving less time to focus on ride bookings and complex customer needs.

Accessibility Barriers: Mobility-impaired riders struggled to navigate phone systems requiring physical dial pads and menu-based phone navigation independently.



Solution

To address these challenges, MV Transportation implemented GoTo Connect's AI Receptionist within the Contact Center platform, transforming the ways customers interact with the company's systems and alleviating workloads for customer-facing teams.

Inclusive Call Interaction: The AI Receptionist's advanced voice recognition capabilities allowed mobility-impaired riders to use voice commands rather than physical dial pads. Visually-impaired customers gained independence through voice-guided navigation, eliminating the need for caregiver assistance and fostering a more seamless experience. *"Inclusivity is key, and it helps our riders feel more independent. It's a service we're proud to offer."*

Streamlined Call Handling: Riders could instantly access frequently asked information (e.g., service hours and coverage areas) without requiring agent intervention. This ensured agents had more bandwidth to focus on ride bookings and solving complex customer concerns.

“Since day one, GoTo Connect has constantly worked to make the platform better. Weekly updates, and ongoing innovation make this a future-proof product. AI Receptionist helps us be more efficient while providing great service to our riders.”

Armando Kling,
Senior Telecom
Engineer

Scalable and Adaptive Functionality: GoTo Connect Contact Center, combined with the AI Receptionist feature, scaled effectively across MV Transportation’s diverse locations, adapting seamlessly to operational needs.

By deploying these capabilities, MV Transportation enhanced accessibility, relieved agent workloads, and ensured more efficient service delivery without sacrificing quality.

“Freeing up our agents for more vital calls is probably the biggest benefit of GoTo Connect’s AI Receptionist.”

- Armando Kling, Senior Telecom Engineer



Results

The adoption of GoTo Connect’s AI Receptionist has delivered measurable improvements across MV Transportation’s operations.

Improved Agent Productivity: Dispatch agents redirected routine queries to AI Receptionist, freeing up time to handle ride reservations and assist customers with urgent needs. MV Transportation’s team managed daily call volumes more efficiently without compromising service quality and reduced agent workloads position the team to offer more personalized, one-on-one support where it’s needed most:

Enhanced Accessibility: With AI Receptionist eliminating barriers for riders with disabilities, customers could independently access services without external help. Individuals with limited mobility could use voice commands, while visually-impaired riders navigate menus through intuitive voice prompts.

Insights and Opportunities: MV Transportation plans to leverage comprehensive data insights from AI-handled calls, including cradle-to-grave call tracking, to resolve disputes, improve customer accountability, and optimize workflows.



Conclusion

MV Transportation’s implementation of GoToConnect’s AI Receptionist within their Contact Center enhanced accessibility, streamlined workflows, and boosted rider independence while easing operational strain. The company plans to expand its deployment to reach more locations and customers.

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

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