



Success Story:

Munch Supply, A Marcone Company

Munch Supply is a leading wholesale distributor of HVAC equipment, parts and supplies, serving the US and Canadian markets. The company was founded in 1956 and was acquired by Marcone in 2022, which is a multi-billion-dollar enterprise operating out of 200 locations throughout North America.



Challenge

Munch Supply, a Marcone Company, had already implemented GoTo across several locations when they acquired TML and Marks Supply, both of which used a different communications provider. As the contract with this provider neared renewal, Matt Page, Regional Operations Manager, and his team saw an opportunity to evaluate alternatives, including GoTo. The company faced several pressing challenges with their existing provider:

Operational Inefficiencies: The system required running 4–5 concurrent programs, complicating problem identification and leading to downtime. Their communications system was expensive yet failed to deliver adequate technical and customer support.

Reporting Delays: Limited reporting capabilities and a lack of accurate tracking caused the company to mistrust some of the data provided.

Limited Call Management: The inability to redistribute high call volumes between branches meant missed opportunities to enhance customer service & sales.



Solution

To overcome these challenges, Munch Supply sought a unified platform capable of managing all their communication needs. GoTo delivered exactly that—“one provider to do it all.”

Integrated Platform: With GoTo, Munch Supply no longer needed to coordinate with multiple vendors. Its capabilities far surpassed those of the previous provider, offering stark improvements in usability and features. The consolidation to a single platform provided Munch Supply with everything they needed. It was easy to set up and met the approval of both operations and IT teams.

Enhanced Visibility: GoTo gave the company increased insights into business performance such as peak volume times, staff availability, and hold times without incurring additional costs for supervisor and manager access. This transparency empowered better workforce management and cultural transformation across branches.

“One of the challenges is there’s never enough people, but now we can spread the workload across locations. That’s something we couldn’t do with the previous provider, and it’s game-changing because our competitors can’t do this right now.”

Matt Page, Regional Operations Manager

Flexibility and Customer Focus: The platform allowed Munch Supply to leverage its network of branches, seamlessly redirecting calls to nearby locations with capacity. This ensured customer queries were handled promptly, reducing the risk of losing sales opportunities.

“The platform has been phenomenal. The analytics have really helped the company identify customer needs.” - Matt Page, Regional Operations Manager

Results

Efficient Call Management: Switching to GoTo resulted in a 33% decrease in abandoned calls compared to the same time last year. With all employees on the same system, staff could collaborate more effectively, enabling quick call transfers and eliminating the need for customers to dial separate numbers for departments like finance.

Significant Cost Savings: Munch Supply achieved approximately 30% cost savings after transitioning to GoTo.

Improved Reporting and Visibility: “Under our old system, we had no access or visibility. With GoTo, we can track stats like daily calls, abandoned calls, and hourly call volume, and run reports anytime.” This data-driven approach has empowered the company to analyze performance and make informed decisions.

Optimized Staffing: GoTo’s reporting revealed trends in call volumes versus in-store traffic. For instance, in-person visits peaked in the mornings, while calls surged between 11 AM and 1 PM. Lunch breaks were adjusted accordingly to ensure peak call times were adequately staffed.

Seamless Business Continuity: The transition to GoTo caused no disruption to inbound calls or sales. Training during the deployment phase was highly effective, leaving the team confident and well prepared. The ability to reroute calls or add staff to call queues during spikes in demand ensured seamless service.

Conclusion

GoTo proved to be the perfect all-in-one solution for Munch Supply, enabling the company to consolidate vendors, enhance reporting, reduce costs, and maintain exceptional customer service. By equipping managers and staff with robust tools and actionable insights, GoTo has given Munch Supply a competitive edge in a challenging market.