



AccuNet, Inc.



AccuNet consulting firm nets more fish with GoToAssist

AccuNet, Inc., provides accounting, project management and information systems solutions and consulting services. Since its founding in 1987, the company has grown from just a handful of consultants to more than 25 employees providing high-level software consulting throughout the state of Ohio and across the United States.

The challenge: expand geographic reach while keeping costs low

To fuel growth, AccuNet must continually increase its revenue, broaden geographic expansion and keep expenses low for the company as well as its customers. The only barrier to this plan was the high cost of travel to customer sites and between the various AccuNet satellite offices throughout the state. "Conducting an on-site demo often required two to three people and an entire work day when you factor in travel time," said AccuNet CEO Mike Milligan.

Implementing GoToAssist for remote demos and consulting services

For AccuNet, the formula for growth was clear: satisfy existing customers, reduce costs and expand the pool of prospective customers. The value-added reseller and IT consulting firm set out to accomplish these goals in part by streamlining its remote-support and remote-sales initiatives.

That's when Milligan turned to Citrix® GoToAssist®. By providing remote-consulting services and demonstrations using GoToAssist, AccuNet increases revenue, reduces expensive travel costs and reaches a far greater number of prospective customers. "GoToAssist has helped us provide better service to our existing customers and more efficiently reach out to prospects," said Milligan. The savings gained through GoToAssist are substantial. "If a customer is two hours away, we estimate that GoToAssist saves us as much as \$3,000 per demo and accelerates the sales process by allowing us to expedite a demo with the prospect before making a visit."

Reaching more customers and generating more revenue

GoToAssist is generating revenue for AccuNet in ways that weren't possible before the company implemented the industry-leading remote-support solution. By broadening the company's geographic area, GoToAssist increases the number of distant customers paying for consulting services. "In the past, if a customer was over two hours away, the profits for consulting were meager, making it difficult for us to justify the resource expense," said James Neal, general manager of AccuNet. The company

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Mike Milligan
CEO
AccuNet, Inc.

Key benefits

- Expands geographic customer base
- Increases revenue generation
- Reduces travel costs

can now deliver remote-consulting services to budget-conscious distant customers. “Customers who needed our consulting services were often reluctant to pay for consulting and one-way travel fees. Paying for two hours of travel fees for one hour of actual consulting time wasn’t affordable for them,” he said. “GoToAssist has opened the door for additional consulting services that we can deliver to customers at a more attractive rate.”

Making the most of available resources

GoToAssist also allows AccuNet to leverage its expertise and resources much more efficiently within the company. “If one of our consultants at a customer site needs support, he can use GoToAssist to get immediate assistance from one of our consulting experts in any of our offices,” explained Milligan. The result is that remote offices work together more closely. “Before GoToAssist, an expert in another office might have been only a couple of hours away, but it might as well have been the moon.”

Neal summarized why AccuNet is sold on remote consulting with GoToAssist. “With GoToAssist, we have more opportunities to provide consulting services to more customers, allowing us to grow our consulting services while also making our customers happy and our consultants more efficient.”

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