



FACT SHEET

Citrix GoToAssist Transform Technical Support into Competitive Advantage

Citrix® GoToAssist™ is the industry-leading remote-support solution that transforms technical support into competitive advantage. GoToAssist rapidly lowers support costs, improves end-user productivity and increases customer loyalty.

With millions of remote-support sessions hosted annually, GoToAssist enables contact centers and support desks to provide world-class support and dramatically improve incident-handling capacity.

GoToAssist will change the way your organization views technical support.

RAPID ROI

GoToAssist enables support organizations of all sizes to generate a rapid return on investment (ROI). Our customers report the following results:

- Increased first-call resolution rates by up to 70 percent
- Reduced incident-handling times by up to 60 percent for more complex cases
- Lower total call volumes due to fewer repeat calls
- Thousands of dollars saved in reduced travel costs
- Customer satisfaction consistently in the 90 percent or higher range

INDUSTRY-LEADING QUALITY OF SERVICE

GoToAssist's proprietary technology enables faster time to connect to the end user, faster data transfer and faster time to incident resolution. GoToAssist also provides a highly secure connection with end-to-end, government-approved 128-bit Advanced Encryption Standard (AES) encryption. The technology includes:

- A thin-client download that is 50 to 75 percent smaller than other similar solutions
- Efficient screen refresh, shortest-path data routing and highly effective data-compression algorithms
- Patented session-brokering and session-maintenance technology for highly persistent support sessions

“GoToAssist interfaces with our internal products and provides a strong support solution for us.”

MARK ELLIS

DIRECTOR OF GLOBAL SUPPORT
KRONOS INCORPORATED

Key Benefits

- Enable your support organization to keep up with growing incident volume
- Reduce handling time for longer or more complex incidents
- Efficiently resolve incidents for novice end users
- Reduce Level 2 and Level 3 escalations
- Improve end-user uptime and productivity
- Increase customer loyalty
- Support business and mission-critical applications and infrastructure
- Transform technical support into a key competitive advantage

MEASURE YOUR SUCCESS REPORTING

Contact centers and support desks are often tasked with providing reliable customer-satisfaction data or metrics related to higher revenue and lower costs to business-line managers. GoToAssist addresses this need for reliable information by capturing customer feedback and incorporating business-driven reporting.

INDUSTRY-LEADING SECURITY

GoToAssist provides a highly secure connection with end-to-end, government-approved Advanced Encryption Standard (AES) encryption, which means that all data is encrypted throughout the entire support session. In addition, GoToAssist includes best-practices security measures, including permission-based support modes, unique session logins and the recording of all remote-support sessions, customer data and chat logs.

EASY-TO-USE INCIDENT-RESOLUTION TOOLS

GoToAssist's incident-resolution tools, based on industry best practices, are efficient and easy to use. Such tools as Remote Diagnostics, File Transfer and Reboot/Reconnect enable contact centers and support desks to rapidly diagnose and troubleshoot issues, propose and confirm solutions and train end users how to avoid or fix the problem in the future.

SEAMLESS INTEGRATION

GoToAssist's architecture enables you to rapidly integrate the technology into your existing support environment, including customer relationship management (CRM) systems, self-service tools and knowledge bases.

KEY FEATURES

HelpAlert™ routing technology automatically sends inquiries to the appropriate support department and allows you to determine which level of support to deliver to your end users.

ChatLink™ enables representatives to interact with end users via chat, which can reduce handling time for less complex incidents.

MultiChat allows your representative to engage in up to eight simultaneous chat sessions.

Standard Remote Diagnostics gather a standard set of information about the end user's environment, including operating system details; total and available memory; applications and services currently running; and more.

Custom Remote Diagnostics gather additional custom system or application information specific to your support needs.

File Transfer enables your representative and end user to instantly exchange files.

Reboot/Reconnect enables your representative to restart the end user's device and automatically reconnect to the support session in progress.

Remote Viewing/Control empowers your representative to view and share control of the end user's device or applications with the end-user's permission.

Local Viewing/Control empowers your representative to show his/her device or application to the end user while retaining sole mouse and keyboard control.

Whiteboard enables your representative and end user to draw, highlight or type on each other's screens.

Session Transfer allows your representative to stay connected to the end user while the issue is escalated.

Citrix Online

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Real-Time Customer Feedback enables the support manager to know instantly if an end user had a positive, negative or neutral experience and if the end user considered the incident resolved.

Session Recording ensures that all remote-support sessions, chat, diagnostics and customer feedback are recorded and archived on GoToAssist servers for auditing and training purposes.

Customization gives you the flexibility to bundle support tools for your preferred level of interaction, including Chat-only with File Transfer option; view-only option; and full remote-support option with Reboot/Reconnect.

Integration Services provide open APIs to enable you to easily integrate GoToAssist and session data into your existing support environment.

Management Center provides your company the flexibility to monitor, evaluate and respond to real-time customer-satisfaction metrics.

About Citrix Online: Citrix Online, a division of Citrix Systems, Inc. (Nasdaq: CTXS), offers the leading Web-based access, support and collaboration software and services. The division offers Citrix GoToMyPC®, the easiest-to-use solution for remote, secure and managed desktop PC access over the Web; Citrix GoToAssist™, the industry-leading remote-support solution; and Citrix GoToMeeting™, the easiest, most secure and cost-effective solution for conducting online meetings. Citrix Online products are used by more than 4,900 companies worldwide, including Verizon Online, Siemens, Cablevision and Microsoft Business Solutions. The division is based in Santa Barbara, California, and is on the Web at www.gotomypc.com, www.gotoassist.com, www.gotomeeting.com and www.citrix.com.