



### Case Study

## Enhanced Voice Applications Virtual Fax Manager - Customer Profile

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### The Client

A leading Canadian organization providing warranty registration and service support to big ticket item buyers. All warranty registration and service processes are based on fax communications.

### The Challenge

How to support the receipt, printing, sorting, and filing of thousands of multiple page faxes each month. Specific issues included:

- The administrative challenge of maintaining multiple fax machines as well as the cost of paper and supplies
- Customers often received frustrating busy fax line signals
- With no feedback that their fax had been received, customers often resent their fax, adding additional fax load
- Timely and accurate filing of faxes was an administrative challenge
- Additional headcount was required to manage telephone inquiries from customers inquiring if their fax had been received.

### The Solutions

- The Virtual Fax Manager solution changed the fax handling process which significantly reduced costs and improved customer satisfaction.
- The Fax Manager replaced all “on site” fax machines eliminating the costs and challenges of managing paper & supplies, telephone lines and fax equipment maintenance.
- No more busy signals for callers as the hosted virtual fax manager has the capacity to handle a very high volume of inbound faxes.
- Automated fax response – a one page faxback is sent to the fax sender immediately after a fax is received assuring the sender that their fax has been received and eliminating multiple faxes from the same customer.
- The Fax Manager captures the fax as a digital image and emails it to the administrative staff.
- No printout is required (saves paper).
- The digital image (TIF file) is filed electronically in the customer’s file for easy reference.

### Benefits

- Major cost savings on fax equipment and maintenance
- Significant headcount savings as the administrative drudgery of printed fax assembly and filing is eliminated
- Customer satisfaction enhanced with automated fax back confirmation

- Electronic file management of faxes supports CRM system integration
- The pay-for-use pricing eliminates unnecessary overhead costs

The Virtual Fax Manager delivers!

Lower costs, improved customer satisfaction, & improved business processes.

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