

### 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 maintenance of multiple fax machines as well as the cost of paper and supplies
- customers often received frustrating busy fax line signals
- with no feedback that faxes had been received, customers often resent them – adding additional headcount was required to manage telephone inquiries from customers asking if their faxes had been received
- timely and accurate filing of faxes was an administrative challenge

### The Solution

Part of the Aizan Voice Assurance Suite, Virtual Fax Manager (VFM) converted incoming faxes to digital image (TIF) files and delivered them to appropriate email inboxes. This made the fax handling process far more efficient, significantly reducing costs and improving customer satisfaction.

- VFM replaced all “on site” fax machines, eliminating the costs and challenges of managing paper and supplies, telephone lines and fax equipment
- The hosted VFM solution can handle a very high volume of inbound faxes and it eliminated busy signals
- VFM captures the faxes as a digital images and emails it them to the appropriate administrative staff; no printout is required, which saves paper and ink
- The TIF file is filed electronically in the customer’s file for easy reference
- Automated fax response – a one page faxback is sent to the fax sender immediately after a fax is received, assuring the sender the fax has been received and eliminating multiple faxes from the same customer

### Benefits

- Major cost savings on fax equipment and maintenance as well as consumables such as paper and ink
- 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 customer relationship management (CRM) system integration
- The VFM pay-for-use pricing eliminates unnecessary overhead costs

### The Virtual Fax Manager delivers!

**Lower costs, improved customer satisfaction and, improved business processes.**

**Your Hosted Voice Advantage**