

CASE STUDY

Coles Express

With over 120 locations around Queensland and a need to communicate important information to each location on a daily basis, Coles Express sought to employ a time and cost effective online communications solution.

Coles Express previously used in-house rudimentary fax streaming to distribute information to the Queensland offices - this was found to be laborious and inefficient, leading them to source a third party service provider.

After reviewing the various products and services on the market Coles Express selected Ozefax as their preferred supplier. Ozefax's *Email to Fax* service provided the functionality that Coles Express required. It enabled them to load email addresses onto a workstation and send out faxes en masse quickly and precisely. The service was also deemed to be non-restrictive, in that other parties could be added to the distribution list with relative ease.

"We had the option of outsourcing our communications to one of the major telecommunication providers, but we really wanted a flexible service that we could manage in-house," said Gary Ross, National Car Wash Manager, Coles Express.

"Our accounts department were already using the services of an Ozefax competitor – aside from being too expensive, we found those services did not have the email functionality that Ozefax offers or an alternate method that suited our needs."

The Ozefax offering

Ozefax provides a series of integrated online communications solutions which allows companies to undertake communications at a fraction of the time and cost associated with traditional practices.

The *E-mail to Fax* offering which Coles Express implemented, is an internet fax service which allows an unlimited number of users to send faxes directly from their e-mail account, simply by addressing an e-mail message to the recipient's fax number. It easily handles attachments, automatically converting them to a fax and delivering it to the recipients via the Ozefax network.

"*E-mail to Fax* enables users to distribute documents of any size to any number of fax machines virtually simultaneously, all without the user having to leave their desk," said David Dixon, Managing Director, Ozefax.

“This service cleverly and effectively combines old and new models of mass communications, as does the entire range of Ozefax services, to meet our client’s needs” said Dixon.

Increased efficiencies at Coles Express

“Incorporating Ozefax’s *Email to Fax* service has meant we can now send 120 faxes in five minutes – previously the process could take up to 30 minutes for only 20 faxes,” said Ross.

Coles Express has been using Ozefax services for two years and in that time has incorporated its use into other areas of the business. The Queensland division of Coles Express is so happy with the service, it is currently under consideration for a national roll-out.

“Ozefax understood our needs, provided a service that was quickly and easily implemented and offered impeccable customer service. One of the greatest benefits has been that it’s simple enough for all staff to use – it really is as easy as sending an email,” said Ross.

For more information on Ozefax services visit www.ozefax.com or contact:

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