

# GFI FAXmaker™

## Case Study - Allco Credit Union

**Contact:** Mr. Frederick

**Industry:** Financial Services, Credit Union

**Products in use:** GFI FAXmaker™

### Quick Read

"At a financial institution, things like applications, requests and the like are required to provide great service. GFI FAXmaker allows us to save time and money, getting documents to customers and suppliers quickly and easily." - Joseph B. Frederick, President at ALLCO Credit Union, US

GFI FAXmaker for Exchange has greatly improved customer service at ALLCO Credit Union while requiring minimal administration. Affirming that the company relies heavily on fast faxing, Joseph B. Frederick, ALLCO Credit Union President, explains that investing in GFI's native fax connector for Exchange Server has improved ALLCO's performance tremendously.

In its bid to attract individuals and sponsor companies to join the organization and use its variety of financial services, ALLCO delivers service of quality and value so as to inspire members to recommend the credit union and encourage others to join.

### Improving Response Rate through a Fax Server

As a result, customer service is of prime importance to the company. Because much of its business is conducted by fax, ALLCO decided to invest in a fax server to further improve its response rate to customer requests.

"We fax several loan applications a day, without which we can't lend a dime. We chose to get a fax server because the interaction with customers, members and suppliers required a more efficient method of faxing," Mr. Frederick explained.

The company's choice fell upon GFI FAXmaker for Exchange, which has since streamlined the distribution of ALLCO's loan application forms, which are key to its business.

"GFI FAXmaker allows us to fax the person, right while we are talking with them. For us, it integrated a smooth sell of our products and increases the yield of the phone call. We also fax forms we have in a library on the server."

## **Zero Administration**

When seeking a fax server, ALLCO's prime concerns were that it would integrate with their existing mail server - Microsoft Exchange - and require "zero administration". In Mr. Frederick's words: "We did not want to pay a consultant to sell us something expensive and install it."

The first thing that attracted Mr. Frederick to GFI FAXmaker for Exchange was the fact that, at the time, GFI offered a free five-user version of the product. But, as Mr. Frederick affirms, "We decided to upgrade in a day or two after we saw the results." The credit union now has a product version that enables each frontline employee to send and receive faxes from their email client.

To his delight, Mr. Frederick found that the installation of GFI FAXmaker is a quick, fuss-free process. "We installed GFI FAXmaker for Exchange ourselves in less than a half hour after downloading it from the web and printing the installation page. I was afraid I couldn't handle it, but anyone could do it," he smiled.

Mr. Frederick is also highly satisfied with the product's cost-saving features: "The feature we like best is that we saved the cost of fax modems and lines for workstations. This is a much more cost-effective alternative. I would have to say anyone who has Exchange Server should add GFI FAXmaker if they fax."

Chartered in 1934 as the Allis-Chalmers Employee's Credit Union, ALLCO Credit Union is a state-chartered, federally insured financial institution serving select companies and individuals who live or work in the metropolitan Milwaukee area.

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