

Resources - Fax Messaging System

Overview

Access CRM's fax messaging technology enables companies to communicate with customers who prefer to be contacted cost-efficiently by fax at the time they specify. Since recipients have indicated an interest in your product or service, your fax campaign can be highly successful when you deliver the right message. Daily reporting provides fax completion documentation and peace of mind by letting clients know which customers received their fax message.

Fax Messaging System Features

1. Fax List

Outgoing fax communications require written permission from the recipient. Clients must provide lists – customer, compiled or rented – with permission to contact by fax.

2. Personalized Messages

Clients can create individualized messages with the intelligent document capability used for transactional mail, such as invoices and customer notifications, and email communications

3. Message Delivery Technology

- Scheduling. You decide when Access CRM delivers messages: mornings, afternoons or evenings. Calls can be scheduled for multiple days in advance. The Holiday Scheduler feature ensures that Access CRM doesn't make calls on a holiday.
- Attempts. We make 3 attempts to reach the recipient – the initial call and 2 redials.
- Call Blocking. We can designate customers in the system who should not be contacted with a message.

4. Opt-out Option

Recipients are given a toll-free number to call to be deleted from fax mailing list.

5. Reporting

Reports detail completed call activity by customer and location. Access CRM can automatically distribute reports via network printers, fax or e-mail to local and/or remote locations.