

# Case Study: Independent Express Cargo

## Independent Express Cargo Boosts Productivity with Zetafax

Based in Dublin and Belfast, Independent Express Cargo has been providing distribution services between Ireland and the UK for over 20 years. The company has a strong focus on improving the service levels, efficiency and communication of its agents to drive up levels of customer satisfaction.



### The Problem

One of the company's primary business areas is transportation from UK to Ireland on behalf of customers in both countries. Underpinning the smooth logistics process is rapid communication of accurate information on consignments to agents, including pick up times and locations. Indeed, a communications lapse of even five minutes can result in a collection being delayed until the following day, resulting in potentially lost orders or poor customer satisfaction. However, with unreliable email availability and broadband connectivity in many areas, Independent Express is highly reliant on fax communication to provide consignment details to collection agents across the world. Traditionally, this process has been highly manual, requiring administrative staff to print and fax information to tight timescales. Reliance on stand alone fax machines produced significant pressure in peak times, adding cost to the process and creating unnecessary business risk.

### The Requirement

To improve the timeliness of consignment information and reduce the expensive manual overhead, Independent Express has invested in the Zetafax network fax solution from Equisys. The solution was installed by Equisys partner Servaplex, and included a 25 user license for Zetafax Business Edition and an Eicon Diva fax card. Zetafax supports inbound routing via DDI and DTMF, so faxes can be sent directly to and from any networked PC. Additionally, the technology is integrated with their email system to enable faxes to be managed, sent and archived alongside emails.

### The Solution: Zetafax

Zetafax enables staff within the Import department to fax consignment information direct from the PC. The secure PC to PC faxing ensures faxes remain confidential and arrive directly at their destination. Every fax is automatically archived, enabling staff to rapidly retrieve information when required, improving response times and customer service. In addition to the rapid, secure, delivery of consignment information, Independent Express Cargo is

What they say about  
Zetafax

*"We've achieved a 500% increase in productivity since adopting Zetafax as our network fax solution. The phenomenal growth we've experienced has been achieved without the need for additional staff"*

Gary Costelloe, IT Manager

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using Zetafax to confirm delivery status to those customers preferring to use fax rather than email. This reinforces the customer service objective and ensures customer information requirements are always met irrespective of broadband / email reliability.

The company has been using Zetafax for six years, during which time the business has expanded significantly.

Gary Costelloe, IT Manager at Independent Express Cargo, said "We've achieved a 500% increase in productivity since adopting Zetafax as our network fax solution. The phenomenal growth we've experienced has been achieved without the need for additional staff."

## About Servaplex

Servaplex specialises in supplying system administration and network management software solutions. Servaplex provide reliable, proven and best of breed software products through partnerships with a number of world-renowned software developers. They include solutions from NetSupport Software, New Boundary, Itheon, UltraBac and Centennial. Servaplex is an Irish company based in Dun Laoghaire, Co. Dublin.

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Equisys produces software packages for document production and delivery, including the award winning Zetafax® network fax server and newly acclaimed Zetadocs® PDF software that creates and emails personalized PDF documents.

Our software products are designed for small and mid-market businesses, and for departmental use at multinational companies. They stand out from the competition by being simple to install and manage, reliable and great value - backed by outstanding service and support.

We have over 60,000 customers, in more than 100 countries, who are served through an international partner network of distributors, VARs, resellers and ISVs.

Our market leading fax server, Zetafax, speeds the flow of critical business documents by enabling users to send and receive faxes on their PCs. It integrates with ERP, CRM, accounting and other applications for automated faxing from those systems, providing auditable records of fax communications.

Zetadocs helps users work smarter by creating and emailing PDF documents, streamlining business processes to remove tedious manual procedures and help companies improve the service levels they offer.

Equisys was founded in 1987 and has offices in London, UK and Atlanta GA, USA.

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