



GFI FaxMaker® and
MessageMedia SMS
messaging services

GFI FaxMaker™

Network fax server software for Exchange/SMTP/Lotus

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As mobile device use continues to soar, businesses are finding that SMS messaging, or texting, is highly valuable for quick and efficient communication with employees, customers and partners. GFI FaxMaker, our award-winning network faxing software, incorporates electronic faxing and SMS messaging into a single, easy-to-use messaging solution.

Specifically, [GFI FaxMaker](#) integrates with [MessageMedia](#) SMS services, providing businesses with global and reliable SMS reach as well as a central archive of all electronic messages. [Learn more](#) about this service and start your free trial today!

SMS messaging is a benefit to businesses in several industries, including:

Hospitals and healthcare

Significantly reduce no-show appointments

SMS is a simple, economical way for organizations in the healthcare industry to communicate with patients, staff and other contacts. SMS communications provide powerful support for hospitals, aged-care facilities, nutritionists and many other healthcare providers.

Appointment reminders:

- Communicate quickly and affordably with your patients to notify them of appointment reminders.
- Reduce costly failure to attend (FTA) occurrences by more than 25%.
- Link to your existing PAS patient contact information.

Staff rosters:

- Administer work rosters. Simply text your employees the shift availability details and they can reply.
- Send roster alerts for nursing or agency staff.
- Benefit from bulk SMS broadcasts to reach large groups instantaneously.



“

The benefits MessageMedia has provided our business are numerous, from saving us labor hours to decreasing 'no-show' rates by 25%, and finally from a monetary perspective. We are truly thankful!

”

Steve Green, Voice Communication Manager, Children's Hospital of Westmead, Australia

Medication reminders:

- Provide a simple, reliable and non-intrusive method for reminding patients to vital medication prescriptions.
- Schedule texts for repeat and pre-determined reminders.
- Use delivery notifications to ensure SMS messages are received.

Clinical alerts:

- Push real-time information to one or multiple clinical personnel instantaneously.
- Broadcast to hundreds of recipients at the same time.
- Define groups to control SMS sending, targeting and message receipt.

Cost savings:

- Affordably contact staff and patients for ad-hoc or periodic communications. SMS is less expensive than phoning, mailing or sending email.

Education

Impact absenteeism and improve student welfare

SMS is a timely and personal way to communicate with students, parents, teachers and lecturers along with other staff and contacts. SMS communications can benefit a wide variety of education and training providers, including public and private schools, universities, learning centers, and vocational training institutions.

Absenteeism alerts

- Quickly and affordably alert parents or guardians to truancy, helping prevent casual truancy from becoming a habit.
- Benefit from messages being delivered seconds after they are sent, which provides a real-time early notification message service.
- Link to existing school attendance systems.

Student communication

- Communicate updates regarding class information, events, venue changes or exam timetables.
- Reach large groups instantaneously with bulk broadcasts for emergency notifications and other alerts.
- Link to existing school attendance systems.

Parent/guardian communication

- Send enrollment payment information and due dates.
- Improve student punctuality and monitor student welfare.
- Provide updates on student progress and performance.

Cost savings:

- Affordably contact staff and students for ad-hoc or periodic communications. SMS is less expensive than phoning, mailing or sending email.

Finance and banking

Enhance customer service and security

SMS is a secure, reliable way for financial service providers to communicate with customers, staff and other contacts. SMS solutions are a perfect choice for banks, non-bank financial institutions (NBFIs) and capital markets as well as insurance and wealth management industries.

Secure information delivery:

- Send loan application updates and market alerts, and reduce inbound and outbound calls by up to 50%.
- Send secure notifications to private banking and margin-lending clients.

Two-factor authentication:

- SMS is more cost-effective than password token devices.
- Most people carry their mobile phones with them and are less likely to lose a phone than a token.
- Provide messaging access to everyone with a mobile phone.



“

MessageMedia offered us a flexible and intuitive interface for SMS communication that has allowed us to improve the way we utilize SMS.

MessageMedia lives up to their claim of being SMS experts.

”

Daniel Polas - Manager
Dialler Strategy, Collections
& Fraud, ANZ Bank

Reminder notices:

- Send late payment reminders for overdue credit card and home loan accounts.
- Send appointment notices to customers and staff, and reduce no-shows by up to 80%.

Staff communication:

- Administer rosters and communicate with personnel when they're away from the office.
- Send server alerts, staff updates and meeting times.

Transport and logistics

Improve warehouse management and order notification
SMS is a simple and cost effective way for transport and logistics providers to communicate with customers, drivers and other contacts. SMS communications offer a great option for a range of transport and logistics providers, as well as related service providers including warehouses, handlers and stevedores.

Communicate with customers:

- Keep customers informed of order status and delivery schedules.
- Provide invoice payment reminders.
- Proactively text message to reduce inbound telephone inquiries.

Communicate with staff:

- Organize staff rostering and assign jobs to drivers.
- Send staff updates such as changes to meeting times.

Warehouse management:

- Integrate SMS into inventory management systems.
- Inform customers of inventory shortages and backorder deliveries.
- Send critical event notifications, including order delays or system failures.



“

We use MessageMedia because they save us time and money. We have a national transport fleet, and we now send SMS messages to drivers instead of calling. Our office staff spends much less time on the phone, which has improved productivity and reduced costs.

Importantly for us, MessageMedia has a 100% gateway reliability guarantee, so we know our messages are getting through, wherever our drivers are.

”

Brian Lunn - Transpacific Industries (Australia & New Zealand)

Cut costs:

- Reduce your outbound call costs.
- Enable mobile staff to send information to the office, which is less expensive than making a phone call.

Retail

Market to your customers easily and efficiently

SMS is the most cost-effective method of contacting customers and staff for ad-hoc or periodic communications. You can use SMS to broaden your database and notify customers of special deals and promotions. With more customers coming through your door more often, revenue from planned and impulse purchases can increase significantly.

Customer communication

- Affordably connect with your customers, increase loyalty and drive revenue through repeat business.
- Contact customers with promotions, deals and vouchers.
- Reach large groups instantly, which is ideal for marketing.

Promote specific events

- Increase attendance at special events such as trade shows, exclusive shopping nights, VIP guest appearances and fashion parades.
- 97% of all SMS are read, so your message will get through.
- SMS is a two-way, non-intrusive communication tool.

Staff communication and rosters

- Communicate with employees when they're off-site.
- A single SMS can be sent to multiple handsets, and recipients can reply via text.
- Administer staff rosters.
- Send updates to your staff quickly and easily.



“

Yesterday we set up an account and sent 10 messages as a trial. Today, two people who received the SMS came in to the store, which resulted in \$3,000 worth of sales.

MessageMedia made it easy for me; the system is really simple to use and it obviously works... We'll be sending out a lot more messages!

”

Wendy O'Halloran
Proprietor, Parata Clothing,
Australia

Improve customer service

- Add value generating customer satisfaction and return business.
- Gain an edge in the ultra-competitive retail market.
- Dramatically reduce your operating costs. It is far more cost-effective than calling, emailing or mailing your customers, staff and other contacts. It's much quicker too, which improves productivity. SMS can automate business processes, reduce staff overheads and improve efficiency.

Automotive

Service reminders will reduce appointment no-shows

SMS is a simple and economical way to communicate with customers, prospects and staff. SMS messaging offer great benefits to car dealerships, service centers, manufacturers and other automotive companies to implement campaigns that improve customer service, marketing and communication.

Communicate with your customers

- Affordably connect with your customers, increase loyalty and drive revenue through repeat business.
- Provide reminders for tire rotation and maintenance, targeting customers who have not serviced their vehicles recently, or are past their scheduled service date.
- Reduce appointment no-shows by more than 25%.

SMS as a marketing tool

- Reach large groups instantly – 97% of all texts are read, so your message will get through.
- Send details of promotions, exclusive offers, VIP events, sales and vehicle run-outs.
- Alert customers to new vehicle releases and invitations to test drive or upgrade.



“

We love MessageMedia! We use SMS to stay in touch with customers for things like product orders, changes to delivery times, etc.

We can send multiple reminders quickly and easily; it's a simple way to service our customer base.

”

Rod Dally, Owner,
Autobarn Eltham, Australia

Communicate with staff

- Communicate with your mobile sales and mechanic staff.
- A single message can be sent to multiple handsets, and recipients can reply.
- SMS is ideal for staff rostering. It's two-way communication makes it easy for staff to respond quickly

Cost savings

- SMS is by far the most cost-effective method of contacting customers and staff for ad-hoc or periodic communications. SMS is less expensive and more effective than phoning, mailing or sending an email.

About GFI Software

GFI Software™ develops quality IT solutions for small to mid-sized businesses with generally up to 1,000 users.

GFI® offers two main technology solutions: GFI MAX™, which enables managed service providers (MSPs) to deliver superior services to their customers; and GFI Cloud™, which empowers companies with their own internal IT teams to manage and maintain their networks via the cloud. Serving an expanding customer base of more than 200,000 companies, GFI's product line also includes collaboration, network security, anti-spam, patch management, faxing, mail archiving and web monitoring. GFI is a channel-focused company with thousands of partners throughout the world. The company has received numerous awards and industry accolades, and is a longtime Microsoft® Gold ISV Partner.



For a full list of GFI offices/contact details worldwide,
please visit: www.gfi.com/contact-us

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