



Success Story

FaxRush® Contributes to High Sales at Martin Engineering

“With FaxRush, our direct marketers are now able to spend twice as much time on the phone talking to people and getting them interested in our products. It’s been extremely beneficial.”

- Mark Kubiak,
System Administrator,
Martin Engineering

Industry: Manufacturing

CRM platform: SalesLogix

Z-Firm solution: FaxRush

Z-Firm reseller: CustomerFX

Since its founding in 1944, Martin Engineering has been manufacturing and supplying industrial products that handle bulk solid materials for companies such as steel mills, chemical plants, and coal mines. At its 140,000-square-foot facility in Illinois, the company develops, markets, and distributes flow aids and conveyor products from railcar unloading systems to belt cleaning and dust suppression equipment.

The Challenge

Martin Engineering uses a small direct marketing staff to reach a global network of subsidiaries, joint ventures, licensees, and authorized representatives. Before using Z-Firm’s FaxRush full-featured office automation software, this group spent hours every day faxing information to customers. After each sales call, they would get into Microsoft Word to fill out cover sheets, print out the appropriate data sheets, walk over to the fax machine, wait in line for others to finish, and finally manually send their faxes. It was a slow and time-consuming process.

The Solution

The direct marketing department needed a simpler, faster way to send faxes. They found their solution with FaxRush, a server-based system developed by Z-Firm that integrates seamlessly with Martin Engineering’s contact relationship management (CRM) program, SalesLogix. FaxRush provides central fax management and print communications that are fully functional in networked and remote workgroup environments.

“When we purchased FaxRush, the direct marketing supervisor told me he wanted it installed ‘yesterday,’” said Mark Kubiak, System Administrator at Martin Engineering. “That was no problem because the set-up was so easy. I just threw the CD into the computer, keyed in the information that it asked for, and had the server up in little over an hour.”

FaxRush has greatly simplified the process of providing information to Martin Engineering customers who prefer faxes to e-mail. Direct marketers can now send multiple faxes to an individual or a group; all with the same few steps. The salesperson simply selects the requested document from the FaxRush Literature Library, types in a subject line, and schedules the job with a click. A cover sheet with the customer’s name and contact information is automatically merged and sent along with the data sheets.



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Martin Engineering is pleased with the results in the direct marketing group and is planning to expand its use of FaxRush. The company is bringing three more departments on board with the program—its international group, customer service, and quality control. “We researched other products and found them to be cumbersome. Moreover, our people didn’t want to spend a lot of time learning a new system,” said Kubiak. “FaxRush integrates so well with SalesLogix that it’s almost invisible. We really appreciate its simplicity and ease of use.”

Thanks in part to the increased efficiency provided by FaxRush, sales volume and job satisfaction are high at Martin Engineering. “With FaxRush our direct marketers are now able to spend twice as much time on the phone talking to people and getting them interested in our products,” said Kubiak. “It’s been extremely beneficial.”

Z-Firm LLC, a leading developer of office automation software, designed FaxRush server-based software to provide true time-saving document automation, not just glorified mail merge or basic fax capabilities. FaxRush ‘cuts the clicks’ and makes advanced document merge a feature integrated right into SalesLogix and other customer relationship management (CRM) systems. Additional benefits include:

- Complete integration with the CRM system.
- Super advanced merging with publisher-quality layout control.
- Central fax management and print communication with customers and vendors.
- Functionality in networked and remote workgroup environments.
- Recording of customer document-delivery histories, with real-time access available to all workgroup members.
- Mailing label generation for mailroom automation.
- Server module for FedEx® shipping automation.

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