



Success Story

“Thanks to FaxRush and GoldMine automated processes, we experienced a 500% increase in attendance at our training workshops in just three months.”

- Jerry Hunsberger,
President,
Paragon Technologies, Inc

Industry: Software Reseller

CRM platform: GoldMine

Z-Firm solution: FaxRush

FaxRush® Helps Paragon Technologies Recruit More Trainees

Corporate Profile

Paragon Technologies, Inc., a GoldMine Platinum Solutions Partner, provides both training and consulting to small and mid-sized companies looking to improve customer relationship management. The company offers authorized GoldMine training classes and workshops at its Greenwood Village, Colorado headquarters.

The Challenge

The Paragon Technologies sales staff spends a significant amount of their workday providing information and literature on training classes and workshops. Since one of their goals is to boost attendance, staff members need to distribute this information to as many prospective customers as possible. However, the traditional faxing method of printing materials and walking over to the fax machine to send them out was very inefficient.

“We wanted to reach more people and reduce the time spent faxing so that we could put our focus on talking with customers about how the training meets their specific needs,” said Jerry Hunsberger, president of Paragon.

The Solution

Paragon found the solution for more efficient faxing with Z-Firm’s FaxRush full-featured office automation software. Now whenever they need to send out training literature, they simply push a button and it’s immediately on its way to the customer. The results have been significant.

“Thanks to FaxRush and GoldMine automated processes, we experienced a 500 percent increase in attendance at our training workshops in just three months,” Hunsberger said. “Our sales people can be on the phone with a customer while a fax is coming through to them. That’s key to getting a commitment for training, because it allows us to address issues while they’re still fresh in a customer’s mind.”

The Paragon staff has also found that FaxRush’s print-merge capabilities come in handy when printing class completion certificates and keeping records. “Print-merge is something we use a lot,” Hunsberger said. “You get a complete record of a job in the history without having a document that takes up a lot of disk space. We also use the software for fax merges, so we can send out bulletins to our customers with updates. You can activate a filter in GoldMine and send a merged document out to as many as 5,000 people in under a minute.”

(Over)

Z-Firm, LLC

2255 Challenger Way, Suite 101
Santa Rosa, CA 95407

Phone: 707.543.2747

Fax: 206-568-0717

Web site: www.zfirm.com

Email: info@zfirm.com



Success Story

“Now it’s as easy to send a fax as it is to send an e-mail. If you need to send faxes and manage documents, FaxRush is essential.”

- Jerry Hunsberger,
President,
Paragon Technologies, Inc

Yet another way that Paragon uses FaxRush is for collections. According to Hunsberger, if an invoice is overdue, all they need to do is press a single key to launch a three-step collection process, in which GoldMine drives FaxRush. First, FaxRush generates an envelope and an overdue notice. Ten days later, a second envelope and notice are printed by FaxRush. Seven-to-ten days after that, a third envelope and notice are generated by FaxRush informing the client that a collections agency will be notified.

Whether working with high-tech, manufacturing, telecom or mortgage brokerage companies, Jerry Hunsberger and the staff at Paragon have found Z-Firm’s time-and-trouble-saving FaxRush software to be invaluable.

“In the past, faxing was very unwieldy,” Hunsberger said. “With FaxRush, it’s as easy to send a fax as it is to send an e-mail. If you have a need to send faxes and manage documents, FaxRush is essential. If you ask me, it’s worth buying GoldMine just to get FaxRush.”

About Z-Firm

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. Z-Firm was named “Developer of the Year” for an unprecedented two times by GoldMine Software Corporation. FaxRush ‘cuts the clicks’ and makes advanced document merge a feature integrated right into GoldMine 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.

Z-Firm and FaxRush are trademarks of Z-Firm LLC. All other names may be the trademarks of their respective owners.

Z-Firm, LLC

2255 Challenger Way, Suite 101
Santa Rosa, CA 95407

Phone: 707.543.2747

Fax: 206-568-0717

Web site: www.zfirm.com

Email: info@zfirm.com