

Internet: From Free Fax To Efax?

Submitted by: Efax

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HARROGATE, NORTH YORKSHIRE – 8 August 2001 – Efax.co.uk lends a helping hand to stricken free fax customers as free service providers bite the dust. In the pioneering days of the Internet, users enjoyed free connections, free email, free shipping and even free fax to email services. But the cost of actually providing free online businesses have taken their toll and free fax to email services are being withdrawn, as continually unprofitable. As Free fax service providers shut up shop, are we now seeing the move from free to fee?

“Free fax to email services have failed to make a profit and their owning companies are pulling the plug on them. When it comes to customer service, the age of free is over,” says Mark Oglesby, Managing Director of eFax Ltd. “What’s more – people are fed up with so-called free services which don’t work properly. Users often get no technical support and no comeback when things go wrong. Businesses and individuals who rely on these free services are waking up to the fact and leaving in droves,” says Mark. A fax often takes less than a minute to send so the call share revenue hardly covers the cost of bandwidth required to deliver it to the customer’s email address. It’s not like an Internet connection where the caller stays on line for hours.

“Since eFax.co.uk’s beginnings in 1997, we have made a nominal yearly charge for our fax to email service,” says Mark. “This means that we can offer our customers a reliable, quality and cost-effective service, with servers which can handle over 250,000 calls a day and never need to run at full capacity, backed by technical support on a Local rate UK phone number. If you want a service and you are prepared to pay for it, you will use it and expect to have support if something fails.” Pretty soon “free” will become obsolete in an increasingly e-commerce world. The underlying cost of inconvenience, down time and stress, coupled with the potential cost of advertising, promotion and advising customers of changes soon outweighs any so-called free benefits.

What does eFax.co.uk fax to email cost?

Efax’s fax to email service costs from as little as £19.99+VAT a year.

How does eFax.co.uk fax to email work?

- Users are issued with a unique non-geographic UK fax number.
- Users can choose whether that number is a Free (0800), Local (0845) or National (0870) rate number so callers are never penalised on call charges.
- When dialled that number answers as a fax machine, records the pages then instantly forwards the faxes to the user’s email address as a ‘Group 3 Tiff’ email attachment.
- Users can pick up fax documents at their email address anywhere in the world.

The faxes are received as a 'Group 3 Tiff' email attachment that can easily be viewed using standard pre-installed Windows Imaging software. Mac users can obtain software such as Graphic Converter, which can open the multi-page tiff format images.

Notes to editors: efax.co.uk is a wholly owned, independent UK-based company established in 1997 to allow UK businesses to integrate internet services into their communications infrastructure by utilising existing office equipment. Efax offers fax and voice to email as well as email to fax services, non-geographic numbers and discount call routing through the highest quality networks, helping UK individuals and businesses to work more effectively throughout a global marketplace.

For more information visit the website at <http://www.efax.co.uk> or call Clare Daubeney, Marketing Manager on 0845 458 2845 (UK Local rate); email Clare.Daubeney@efax.co.uk

