

Easyquote proves the value of fax

Submitted by: Gray Associates

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Twickenham, London 7th March 2002. Easyquote, the Irish-based b2b service that puts buyers and suppliers in contact with each other over the Internet, has selected Connaught's email-to-fax service to extend its reach to the vast number of Irish businesses still without email.

"When Easyquote started two years ago, we were purely an email-based business" explains Barney Joyce, Managing Director at Easyquote. "We soon found however that while email was fine for reaching larger companies in key commercial sectors, many smaller businesses were still not on-line. In fact, our research suggested we were around three times as likely to reach a business by fax as we were by email".

To use the service, individuals must go to the Easyquote web site at www.easyquote.ie and enter their requirements. Filling in forms on the web site then kicks off a search process to find potential suppliers registered on the Easyquote database. Those suppliers that have given email contact details are emailed the request and, if they're interested in providing a quote, must respond directly to the business making the enquiry.

If, however, the potential supplier has given a fax contact number instead, the request is automatically emailed to Connaught's server. The email is then converted, on-the-fly, to a fax format, an appropriate Easyquote header and logo applied and the request faxed by Connaught to the supplier. At the end of each day, a detailed transmission report is generated and emailed by Connaught to Easyquote.

"We've been really delighted with the service provided by Connaught" adds Joyce. "They've demystified the technology for us, made it simple to understand and generally bent over backwards to help. Our experiences to date with fax have taught us that satisfying people's need to obtain information in the form they want it is more important than simply using the latest technology. What's more, we've not had to change a single internal process to accommodate fax – and adopting the Connaught email-to-fax service has involved no capital investment whatsoever".

Easyquote is currently talking to Connaught about the possibility of extending its technical information delivery options to include SMS.

Easyquote covers a vast range of business sectors from computers to printing, freight, office services, telecom, direct marketing, Internet services, oil and more.

About Connaught

Established in 1993, Connaught is a leading UK provider of electronic message delivery services. The company has evolved from its origins as a fax broadcast specialist with considerable investment in multichannel technologies and personnel including email and Web services. Today, the company's competence extends far beyond simple bureau services to incorporate professional consultancy services for in-house systems. Connaught services in excess of 200 blue chip and respected customers in Europe and North America, in the publishing, banking, marketing, manufacturing and technology sectors. Connaught's systems can handle up to one million messages a day.

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