



faxing simplified. anytime. anywhere.

## Case Study - HW Financial Service



“For us, the email function is the most convenient solution to send / receive faxes.”

Marian Fox  
HWFS Administrator

### The Customer

HW is listed as a top 20 national firm of chartered accountants, tax advisors, and specialist services in the UK.

The company prides itself on its ability to offer customers an efficient, focused and professional service. They consult with leading organisations throughout the UK from SMB's to large, corporate enterprises in the construction, logistics and automotive sectors.

HW has more than 50 offices employing 250 associates throughout the UK, including chartered accountants, business and tax advisors, and corporate finance specialists.

The HW Financial Services (HWFS) office based in High Wycombe, Buckinghamshire, provides financial planning solutions for clients of the accountancy practice.

### The Challenge

The financial services team at HWFS still rely significantly on sending / receiving faxes to and from clients. On average they send / receive 200 to 300 faxed pages per month from clients, insurance companies, banks and other accountancy firms. Most faxes contain confidential and sensitive information which include personal details such as telephone numbers, dates-of-birth, address history, credit scores and bank account details. It is imperative that the financial services team can be confident that faxes are sent and received in a timely and efficient fashion.

The branch office in High Wycombe had one fax machine for an office of 30 staff located on two floors. Since the machine was located on the top floor and the financial services department on the first floor, a valuable amount of time was taken up just simply walking to and from the machine. This is neither a practical solution nor one that enhances employee productivity. They therefore needed a solution that would offer them increased working flexibility and improved time efficiency

By reviewing existing faxing procedures and talking to its employees, HWFS realised the present solution was not suitable for its staff or in-keeping with its image of offering an efficient, professional service. HWFS began to review its faxing procedure and started looking into state-of-the-art faxing capabilities.

## The Solution

After reviewing various options, the HWFS team trialed the MyFax Internet fax service. MyFax allows users to send and receive faxes from their desktops, using their email client or a secure online server. HWFS immediately recognised the time saving and efficiency opportunities offered by a desktop faxing solution to manage documents.

The most notable change was that the team no longer had to spend time walking up and down, to and from the fax machine located on the other floor or shuffle through reams of paper or search through endless filing cabinets.

“For us, the email function is the most convenient solution to send / receive faxes,” explains Marian Fox, one of HWFS’ administrators. An email confirmation is sent to our inbox to say that the fax has been sent. The recipient will receive the fax via their normal fax machine or if they have MyFax, it will get sent to their inbox. It’s that simple.”

MyFax also improved efficiency in other key areas. For example, HW Financial Services policy dictates that all client documents must be saved on the IT system, subject to client approval. Before MyFax, every fax correspondence had to be scanned and then saved into the relevant client’s folder on the IT system. This not only added more time and inconvenience onto the day, but also the added risk that scanned papers could easily be misplaced or picked up by unauthorised personnel.

By using the email function to send / receive faxes, all documents can be dragged into the client’s folder, with the added benefit that now only authorised users for that account can access the fax records on the IT system.

By providing a simpler, secure and more efficient approach to sending faxes, MyFax has helped HWFS respond more quickly to client requests for quotes and information on policies.

HWFS liaise daily with insurance companies. Most of the documents sent / received are data-heavy, with some being 30 pages long. With an old legacy fax, somebody had to stand by the machine, scan each page and wait for the document to be sent. If the recipient’s fax-line was busy or a dial-tone undetected, it meant that office staff would have to wait until all pages had been sent, turning a simple job into a protracted and time consuming process.

The company’s financial services department soon took advantage of the fact that they could easily attach documents, such as JPEGs, pdfs and WORD documents, into faxes just as they would on an email. Now the document with attached files takes seconds rather than minutes to send from the email program. Furthermore, the sender no longer has to stand over an idle machine waiting for it to dial through.

In addition, HWFS found that the quality of the documents sent via MyFax was much clearer than those sent by their old fax machine. For financial documents, clarity of the fax is essential to ensure that all figures are printed clearly.

The company has also been impressed by the level of customer care offered by the MyFax team when initialising the set-up.

“MyFax is the logical solution to all our faxing requirements.”

Marian Fox  
HWFS Administrator

"We did experience a few teething problems when we were installing the MyFax solution," explains Marian. "However, the customer services team were very helpful and knowledgeable and were able to talk me through the installation process in a language that I understood."

In the end, HWFS felt the company had found a flexible, complementary working solution that was able to meet all of their demands and offer them a supportive solution that was reflected in the customer care they received.

## The Result

MyFax has surpassed all expectations in terms of enhancing and streamlining business processes, as well as making faxing a more viable and flexible office tool.

"MyFax is the logical solution to all our faxing requirements," concludes Marian. "It offers us a modern, cost-effective solution while helping us save our legs! With MyFax on our desktop we have instant, secure access to a faxing capability without needing to walk two flights of stairs! We estimate that we are saving ourselves a good 10 - 20 minutes a day, which over a week is saving the team up to 1½ hours of total productivity."

"HWFS immediately recognised the time saving and efficiency opportunities offered by a desktop faxing solution to manage documents."

Marian Fox  
HWFS Administrator

---

## About MyFax

MyFax is the fastest growing Internet fax service used by individuals, small, medium, and large businesses to send and receive faxes using existing email accounts or the web. MyFax offers services in North America and Europe, including the United Kingdom, to industries recognized among the fastest growing adopters of internet fax including finance, insurance, real estate, healthcare, transportation and government. More than 15,000 new customers subscribe to MyFax each month. Additional information is available at [www.myfax.uk.com](http://www.myfax.uk.com).

**MyFax Sales: Free Phone: 0808 804 0015 | MyFax Customer Support: 0808 804 0014 | Email: [sales@myfax.uk.com](mailto:sales@myfax.uk.com)**

© 2010 Protus®. All rights reserved. Protus®, MyFax® are trademarks of Protus®. Other trademarks referenced in this document are the property of their respective owners. Customers are solely responsible for ensuring regulatory compliance.