



FACSys® CASE STUDY

The Canadian Hardware and Housewares
Manufacturers Association

OVERVIEW

COMPANY

The Canadian Hardware and Housewares Manufacturers Association

INDUSTRY

Trade Association

EMPLOYEE COUNT

Small Business < 25

ABOUT THE COMPANY

As a not-for-profit organization with a small staff, the CHHMAs mandate is to assist its members to sell more and do so more profitably.

They have three goals:

- 1. To foster positive business and social interaction.**
- 2. To facilitate the exchange of market information.**
- 3. To represent the interests of the members to their customer base and to the government.**

LOCATION

Scarborough, Ontario, Canada

THE CHALLENGE

Throughout the year, CHHMA hosts numerous business functions, social events and networking opportunities. They communicate these events and manage registrations using their web-site, e-mail and fax.

“We used to have a really difficult time to manage the registration process” said Vaughn Crofford, President of CHHMA. “The staff would mail out invitations to an executive member well in advance of an event, so they could block the time and plan to attend. Invariably, these got lost either in the paper shuffle or because the busy executive may have had to discuss their prospective attendance with others on their staff. It was a challenge to determine ‘numbers’ for the event well enough in advance.”

Crofford continued “We started faxing the invitations manually because a fax is more ‘timely’ and could be sent to the executive’s assistant. This improved our turnaround time from ‘invitation to registration’. When we sponsored a concert with Dionne Warwick as the main attraction, we invited all of our 270 corporate members and expected additional possible registrations from associates and affiliates. The potential target audience exceeded 800; manual faxing became an onerous task”.

“With the advent of e-mail we decided to solicit attendance of our membership using this ‘new’ technology. While partially successful, our executive members are not all e-mail users because the technological revolution came somewhat late in their business experience. In addition, we then had to manage the task of ‘who to e-mail to and who to fax to’, and of course some members wanted it both ways.”

THE SOLUTION

FACSys® Fax Messaging Gateway with Exchange SBS Integration

“As our internal technology moved towards a Windows® environment, we migrated from Novell to a Microsoft® Small Business Server. We added a FACSys® fax server to permit us to transmit event invitations and receive back registrations without ever having to leave our desks. We then engaged a programmer to re-vamp our membership database to include a ‘fax’ or ‘e-mail’ variable, so we could automatically send out invitations to all prospective attendees, with literally one mouse click, in the exact format they wanted to receive it in; either fax, e-mail or both”.



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“The resulting membership satisfaction rating of the process could not be better.

We are able to invite, register and confirm attendance at events in a fraction of the time we used to be able to.

I shudder to think what we would have to do now, without our FACSys® fax server and Exchange server.”

T H E R E S U L T

“It was a delight to see all those invitations flying out in seconds, all accomplished in significantly less time than we were able to do the old way,” stated Maureen Hizaka, Office Manager at CHHMA.

She added, “Vaughn was particularly concerned that he be personally advised about who did not receive a faxed invitation. So we used the FACSys® server to also host a local BlackBerry™ redirector, which points to Vaughn’s e-mail account on the Exchange server. The minute a fax fails, he receives a message (even on the golf course or if he is in another city) indicating the failure, which he then forwards to Marjorie or me for follow-up.”