

**A New Generation Enterprise Fax Management System****Customer**

- ◆ Shangri-la Hotel Singapore (Front Office & Central Reservations)

**Challenges**

- ◆ Reduce Workflow Time
- ◆ Achieve of Faxes Intelligently
- ◆ Save Cost on Paper and Ink
- ◆ Improve Customer Satisfaction
- ◆ Improve Cohesion between Departments

**Solution**

Innofax N2 (With C-Folder Modue)

**Results**

- ◆ Reduced Manpower for Fax Management
- ◆ Intelligent Retrieval of Archived Faxes, Inbound and Outbound
- ◆ Reduced Paper Consumption and Faxing Charges
- ◆ Reduced Printing Cost (No Junk Faxes )
- ◆ Reduced valuable Storage Space
- ◆ Increased connectivity in Fax Management among Departments.

**Business Overview**

The story of Shangri-La Hotels and Resorts began in 1971 when a deluxe hotel was founded in the city of Singapore. Today, Hong Kong-based Shangri-La Hotels and Resorts is the largest Asian-based deluxe hotel group in the region. And it is regarded as one of the world's finest hotel management companies, garnering international awards and recognition from prestigious publications and industry partners. Their chain comprises 49 deluxe hotels and resorts in key cities of Asia and the Middle East and most sought-after leisure destinations. Seven of these are Traders Hotels, their sister brand established in 1989 to deliver high value, mid-range, quality accommodation to the business traveler.

**The Challenge**

Shangri-La hotel in Singapore, as one of the leaders in the hotel industry, employs faxing as one of their major channels for communication. With high fax traffic for reservations and guests' business information, it became a challenge to properly archive, retrieve and forward faxes, which was being done manually back then using hardcopies.

While their MFPs (Multi Functional Printers) did have their own fax modules, it was insufficient for the management of the sheer volume of faxes. Also, one MFP could only support one fax line each. Moreover, without intelligent routing and retrieval, it ironically became easier for the staff to utilize the older fax machines for their faxing needs.

In Front Office, guests need to receive their faxes fast, and sometimes may question the staff on the arrival time of an incoming fax or the status of an outbound fax. The resources then were unable to cope adequately with these requests as hardcopy faxes sometimes do get misplaced, and there would be no other way of tracking that particular document. Additionally, there were no real-time fax update status screens which allowed the staff to foresee the arrival of an incoming fax or to instantly check whether an outbound fax has been sent out.

Similar to front office, central reservations receive orders via fax and other channels. Archiving of faxes becomes a challenge when space and peripherals are involved. Voluminous files take up space in cabinets and reduce operating space. Also, when the staff receives a reservation fax, they have to acknowledge it and fax it back to the sender. This way, they have to create multiple copies of a similar document and store it as well – workflow is complex and storage is severely compromised.

**The Solution**

With Innovax's InnoFax (N2), Front Office was able to respond in real-time to their guests' queries. All incoming and outgoing faxes could be retrieved from the Innofax server and printed out as and when they are needed. The staff simply has to annotate the fax's title with their name and an acronym for accountability instead of having to do all these manually and then file it away like in the past. The viewing of the faxes is restricted to the top 10% of the page for confidentiality purposes. A complete archival system meant that hardcopy storage was virtually eliminated, and that paved the way to a paperless office environment.

For Central Reservations, Innofax integrated seamlessly with a third-party's Document Management System to allow the user to receive a fax in softcopy format, digitally sign, annotate and time-stamp it and fax it back to the sender for acknowledgement. Without the need to print out, manually acknowledge the fax and to fax it back via hardcopy means, valuable time is saved, the workflow is simplified and more importantly, paper wastage is reduced to a minimum.

Headquartered in Singapore, Innovax Systems specializes in business consulting, software development and system integration for the contact centre industry in the Asia Pacific region. With more than 10 years experience and its proprietary contact centre system software OpsCentral®, Innovax Systems provides its clients with total solutions for their contact centre needs. OpsCentral® is a complete suite of management and productivity tool for the modern contact centre which covers voice, email and fax. Innovax Systems has provided contact centre related consulting, development and implementation services for MNC and SME customers in the region.