

All Celebrity Travel Sees Rapid ROI

NET SatisFAXtion helps travel agency to significantly cut costs and increase profitability

Background

For the travel industry, the past few years have been dedicated to recovering from the effects of 9-11. As one of the hardest hit industries, the process has been slow and ongoing. While the airline industry received government aid packages, related businesses such as hotels, auto rentals and travel agencies were left to deal with the losses on their own. All Celebrity Travel was one of those agencies.

In business since 1987, The company is comprised of independent contractors based in Washington, Florida and at company headquarters in California, with a location soon-to-be opened in Tennessee.

Challenge

Financial stability has been a focus for All Celebrity Travel in the few past years. That focus translates to a need for efficiency and a reduction in costs. Operations Manager Jim Stroud began to look for ways that he could improve business operations without increasing expenses or compromising services. One expense that seemed to be eating into their monthly budget was the high cost of standard faxing practices.

“We receive a lot of promotions from vendors via fax – probably about 100 incoming a day. We were going through about 3-4 ink cartridges a week and spending up to \$600 a month! And that didn’t even include the cost of paper, the machines, and the inconvenience...” Those expenses were quickly adding up to a cost that they could no longer afford. But as fax is a business staple that they couldn’t do without, Stroud decided to implement a NET SatisFAXtion Small Business fax server.

“We realized our ROI in less than two months! NET SatisFAXtion helped get All Celebrity Travel back to profitability.”

— *Jim Stroud,*
Operations Manager at
All Celebrity Travel

Solution

NET SatisFAXtion’s Small Business fax server offered just the solution that All Celebrity Travel was looking for. With the SMTP Email Gateway, ACT’s users are able to receive all their incoming faxes in their Outlook inbox. No more paper waste, no more cartridge costs! What’s more, they are now able to have on hand electronic copies of their faxes for archival purposes. “NET SatisFAXtion has been a phenomenal tool for our desire to move toward a paperless office,” Stroud commented.

Result

The financial benefits were obvious to Stroud within the first week. “The positive impact of the NET SatisFAXtion fax server was instantaneous. In fact, the cartridges that I bought the week before we implemented the server are still sitting in the closet. There’s no need for them now.”

And as for their return on investment (ROI), Stroud stated, “We are a small business, so making an investment in a fax server was not something that we took lightly. But for any small business looking into displacing their fax machines, especially travel agencies, I highly recommend NET SatisFAXtion. The cost was affordable, it’s moving us toward the ideal of a paperless office, and we realized our ROI in less than two months! NET SatisFAXtion helped get All Celebrity Travel back to profitability.”

