

# Bryan Texas Utilities Relies on FOD

FaxBack's Fax-On-Demand, the original FOD solution, provides instant access to a variety of materials such as product support documentation, sales literature, pricing, financials, forms and more. It is used by Avon, AT&T, Compaq, Bank of America and the IRS.

## Here's what Fax-On-Demand does for BTU:

- Provides unattended access to information to customers 24 hours a day, 7 days a week
- Frees support and service staff by offering answers to frequently asked questions
- Fulfills customer's request at the peak of of their interest
- Eliminates printing, handling, mailing and overnight delivery costs
- Email Gateway option supports receiving faxes from Microsoft Outlook, Lotus Notes, GroupWise or any SMTP Internet mail application
- Offered rapid return-on-investment

**FaxBack's Fax-On-Demand provides 24x7 instant access to information for BTU customers**

## Background

In 1909, Bryan Texas Utilities (BTU) was formed as a municipal electric utility to address the growing need for reliable and affordable electricity for the citizens of Bryan. Nearly a century later, their focus on the needs of the customer has not wavered. BTU is dedicated to improving the quality of life for their customers and this dedication is evidenced in their many community involvements, including financing and conservation programs for their customers and scholarship opportunities for area youth.

BTU provides dependable service to not only the residents of the city of Bryan and Brazos County, but also to residents of nearby Robertson and Burleson Counties. They serve 45,000 customers, noting Texas A&M as one of their many valued customers.

## Challenge

Customer satisfaction has always been priority, so promoting a high level of communication with their customers is essential. In addition to their monthly news features in Texas Co-op Power magazine, they also maintain an interactive website enabling subscribers to access the latest BTU news as well as various forms of account information.

Still, BTU realized that some of their customers needs were still not being met and that they would benefit from expanding their communication forms. In an effort to provide up-to-minute account data to an even broader range of customers, they needed to implement a solution that offered real time access in a manner that was reliable and convenient.

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## Solution

FaxBack’s Fax-On-Demand, a proven document delivery system, fit the bill for its ability to auto-process subscriber requests and the SQL query function supplied complete integration with BTU’s customer database. Now, from a touch-tone phone, BTU customers are able to call the customer information/billing system and follow a few voice-prompted menus to access documents such as service requests, account activity verification, usage summaries, and conservation information from BTU’s “New Ventures” department. These documents are then delivered instantly to their fax machine.

“We’ve been very pleased with Fax-On-Demand,” said Richard Scroggins, BTU’s Network Specialist. “It’s a very impressive product and its plug-and-play design integrated seamlessly with our existing applications.”

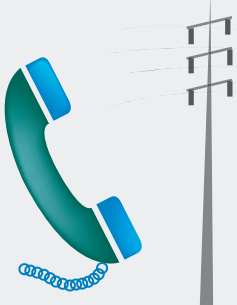
## Result

FaxBack’s Fax-On-Demand solution has strengthened the lines of communication between BTU and its customers by providing a 24x7 self-service document delivery solution. This dynamic data-integrated system receives approximately 1,300 calls a month, freeing BTU staff members from manually fulfilling these requests and satisfying customer desires to have instant access to the information they need.

Scroggins summarized, “The FaxBack system outperforms and is more affordable than all the other products we’ve tried, and the sales and technical support have been excellent. We’re looking forward to implementing more FaxBack products into our office.”

## How does BTU use Fax-On-Demand?

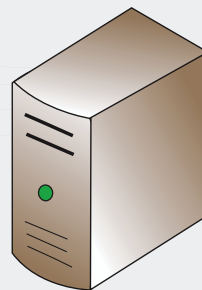
**1** *BTU customers call the Fax-On-Demand system and are greeted by a voice-prompted menu*



**2** *Using their BTU account number, customers can access real-time usage summaries, account verification and other data*



**3** *Faxes are queued and each request is processed by the Fax-On-Demand system for immediate delivery*



**4** *The documents are transmitted instantaneously to the BTU customer’s fax machine*

